APRIL 14, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Justice targets on tv networks, talent agents, film distributors Page 50

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76%*

*Sales Management, 1957

of Maryland DRUG sales are covered by W-I-T-H at lowest cost per thousand!

And the other 24% are so far from Baltimore that they're controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of *Metropolitan* Baltimore's burgeoning population of 1,550,645**—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and *no waste coverage.* You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as other Baltimore radio station. That's why . . . for drugs and every other product . . . it rates as *your* first choice.

**Metropolitan Research

It "figures"! Baltimore's best radio buy is . . .

W-I-T-H

TOM TINSLEY, *President* R. C. EMBRY, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

The mails in her life say the nicest things

In 1957 Big Aggie got 213,820 tender sentiments from the land where WNAX Radio is King

Big Aggie carries on quite a love affair with the mails. And it's been going on for 36 years! Last year she received a whopping total of 213,820 letters and cards from every corner of Big Aggie Land—and beyond . . . 459 counties in 11 states. Such an overwhelming testimonial of affection brings a blush to Big Aggie's cheeks. But it proves an important point. WNAX-570 gives listeners what they want in radio entertainment and service: gives advertisers what they want—active listener response.

Most of the mail in Big Aggie's life comes from an area spread across five of the nation's richest farming states; North Dakota, South Dakota, Nebraska, Minnesota, Iowa. Big Aggie's NCS #2 Market Coverage Area takes in 175 counties with 2,217,600 population and 609,590 radio homes.

Annual retail sales amount to over $2,400,000,000. All this makes Big Aggie Land America's 41st radio market. WNAX-570 gives national advertisers a media with programs people like and listen to—popular shows that sell to people with money to spend. Your Katz man will get you a date with Big Aggie.

CBS RADIO **WNAX-570** **YANKTON, S. D.**

Peoples Broadcasting Corporation

GOOD TIMES FOR RICH VIEWERS OF CHARLESTON'S

WCHS·TV

54.0* MGM EARLY SHOW

STATION B	38.0
STATION C	8.0

*Cumulative Daytime Rating

40.9 MGM LATE SHOW

STATION B	13.1
STATION C	7.3

CHARLESTON'S ONLY TELEVISION STATION

WCHS·TV

FOR BEST RESULTS IN THE MULTIBILLION DOLLAR CHARLESTON-HUNTINGTON-PORTSMOUTH-ASHLAND MARKET, AMERICA'S 23RD TV MARKET, CALL BRANHAM OR JACK GELDER, VICE PRESIDENT AND GENERAL MANAGER, WCHS-TV.

*FEBRUARY 1958 ARB

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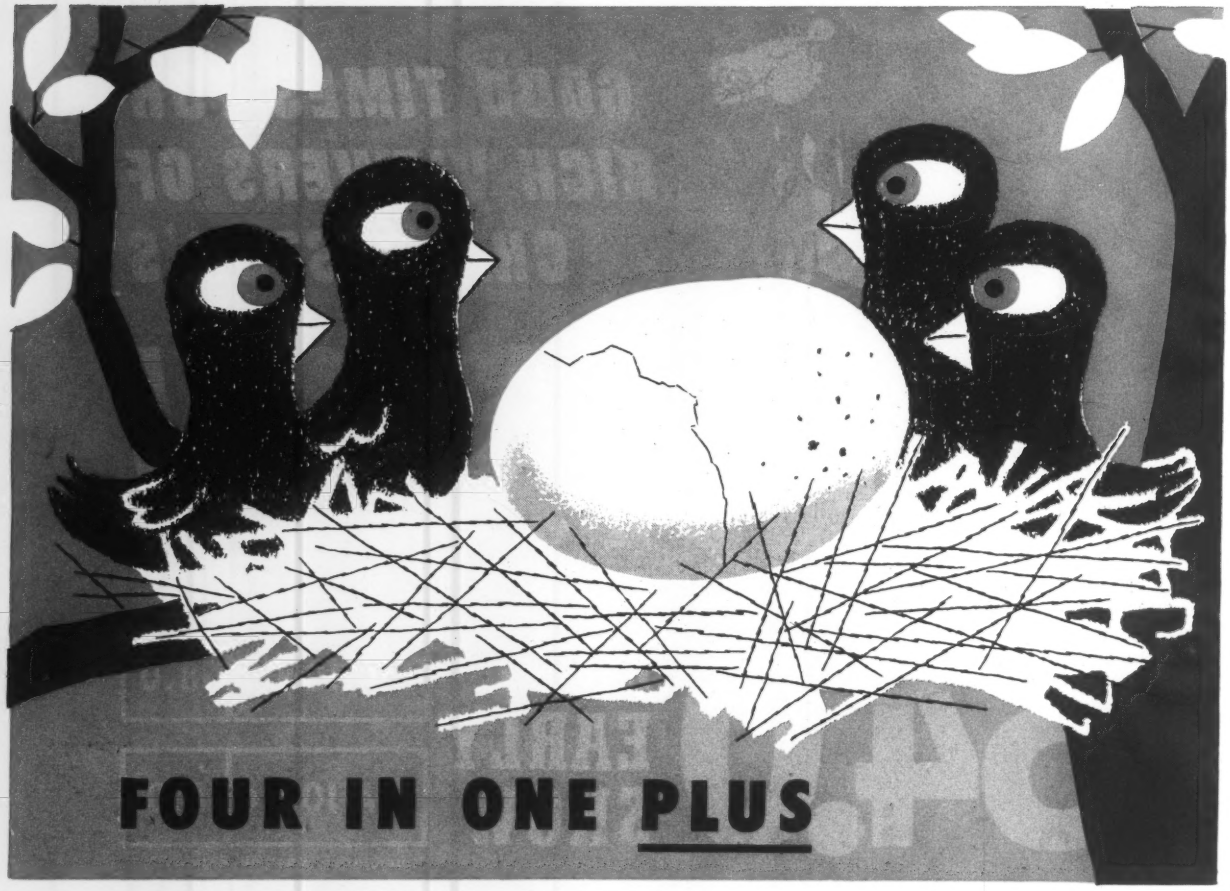


This one television station delivers four standard metropolitan area markets plus

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

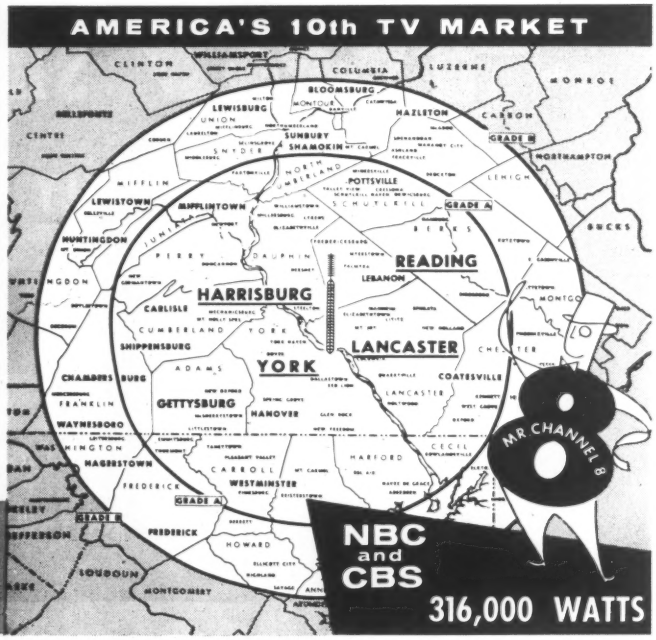
WGAL·TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York · Chicago
Los Angeles · San Francisco



closed circuit®

BIG YEAR FOR FILM • Recession, depression or whatever it is, major tv film syndicators are turning in neat sales gains. They're talking now in terms of $100 million-plus gross in U. S. this year from syndicated films alone (excluding hot-selling feature films), as against $80-some million in 1957. Coincidentally, CBS-TV Film Sales, for one, reportedly enjoyed first-quarter gross 75% ahead of same 1957 period, is estimating 1958 gross may exceed $15 million compared to less than $10 million last year. Trouble is, despite booming business, syndicators look for relatively little net gain owing to increased union and other costs.

•

National Telefilm Assoc. is mulling even greater diversification. On top of present interests, which include station ownership, film production, theatrical films, etc., in addition to NTA Film Network and tv film syndication, it's considering getting into records field either through formation of own company or buying into existing firm.

•

RESPITE • It won't be FCC on firing line when House Legislative Oversight Subcommittee resumes its hearings within next month. According to Chairman Oren Harris (D-Ark.) Committee next will tackle Securities & Exchange Commission and Federal Power Commission. Meanwhile, committee investigators are still checking FCC files, preparing for possible resumption of inquiries into comparative tv cases.

Among other cases and highest on committee's priority list for extensive investigation and hearings, are grants of ch. 5 Boston (to *Herald-Traveler*-WHDH), ch. 13 Indianapolis (to Crosley Broadcasting Co.), ch. 4 Pittsburgh (to Television City Inc.) and possibly St. Louis ch. 11 to CBS.

•

FCC commissioners shy from commenting publicly on Harris Oversight Report [LEAD STORY, *April 7*] *but one and all freely admit privately that they are relieved and grateful that no names were mentioned. When asked for comments on report, all shake their heads and with slight smirk murmur "no comment."*

•

SMALL CHANCE • While FCC Chairman John C. Doerfer is determined to get early action in 13-year-old clear channel case at meeting today (Mon.) it's doubted whether decision can be reached, even to proceed with rule-making (story page 52). Staff proposal was to duplicate half of existing 24 1-A (fully clear stations) on coasts and in Chicago, reducing them to 1-B status, with remaining dozen, largely in interior and independently owned, allowed to increase power from 50 kw to minimum of 500 kw and maximum of 750 kw.

There's no assurance now that FCC will follow staff recommendations on clear channels. There's disposition to approve reduction in number of 1-A's but to withhold action on power in excess of 50 kw. In any event, no final action can be taken, and at most, FCC might ask for proposed rule-making, thus inviting comments. Clear Channel Broadcasting Service will buck any proposals to reduce number of 1-A's.

•

PLOWED BACK • Wall St. sentiment is that profits from sale of Paramount Pictures Corp. pre-1948 backlog to tv ($50 million sale to Music Corp. of America) will be used for financing expanded production of theatrical features. Cash resources will be conserved, according to investment advisors, until additional proceeds are received from library sale (payments are on long-time basis).

•

Film is not only industry receiving hypo from broadcast revenues, say these investment experts. Such companies as Time Inc. and Meredith are cited as entities in publishing which are offsetting declining space advertising revenues with profits gained from diversification into radio-tv station ownership, and predict "handsome profits" from this source over long-range period.

•

NO YMCA FOR FCC • Commissioners planning to attend NAB convention in Los Angeles April 27-May 1 are breathing easier—financially, that is. They have opinion from Associate General Counsel Edgar W. Holtz that special authority to spend up to $25 a day on itemized basis in "exceptional circumstances" applies to NAB attendance. Reasoning is that commissioners have to stay at convention hotels, that cheapest rates are $12 daily, and that commissioners should not be forced to dip into own pockets for other expenses. Government normally pays transportation plus $12 per diem on unitemized basis. It was feared trip would cost each commissioner about $150 out-of-pocket.

•

Problems of small market tv stations, notably those involving microwave relays and network interconnection, will be discussed at special meeting to be held April 30 in Los Angeles in conjunction with NAB convention. Harry C. Butcher, owner of KIVA (TV) Yuma and KIST Santa Barbara, as chairman of Small Markets Committee of CBS-TV Affiliates Assn., has called meeting. At CBS-TV Affiliates Assn. meeting in Washington last January, resolution was adopted citing "wide latitude of charges and quotations of charges" by AT&T and its subsidiaries for services of a nearly identical nature.

MADE THEIR POINT • While "opposition" is yet to testify, consensus is that witnesses heard so far by FCC on Barrow Network Report have established beyond reasonable doubt necessity for retention of option time (contrary to staff recommendation). Best overall impression for option time need, according to observers both within and outside FCC, was made by NBC in its depth presentation.

•

FCC has pretty well washed out implications of collusion between networks and stations on option time clearances, national spot rates and other purported violations of existing rules covered in Barrow Report. FCC has renewed several licenses, has held "no case" in questions involving other stations not yet up for renewal.

•

DETROIT'S DILEMMA • From agency viewpoint automobile manufacturers are more perplexed than ever in deciding in advance how to budget for 1959 models for network television. To complicate economic indecision is fact that tv planning now comes earlier in year. Facing Detroit is uncertainty over (1) U. S. economy, (2) possible auto union trouble and (3) first quarter sales slump for most '58 models. Add to this factor of foreign auto sales in U. S. and fact that Detroit works on theory of basing budget on expected unit car sales.

•

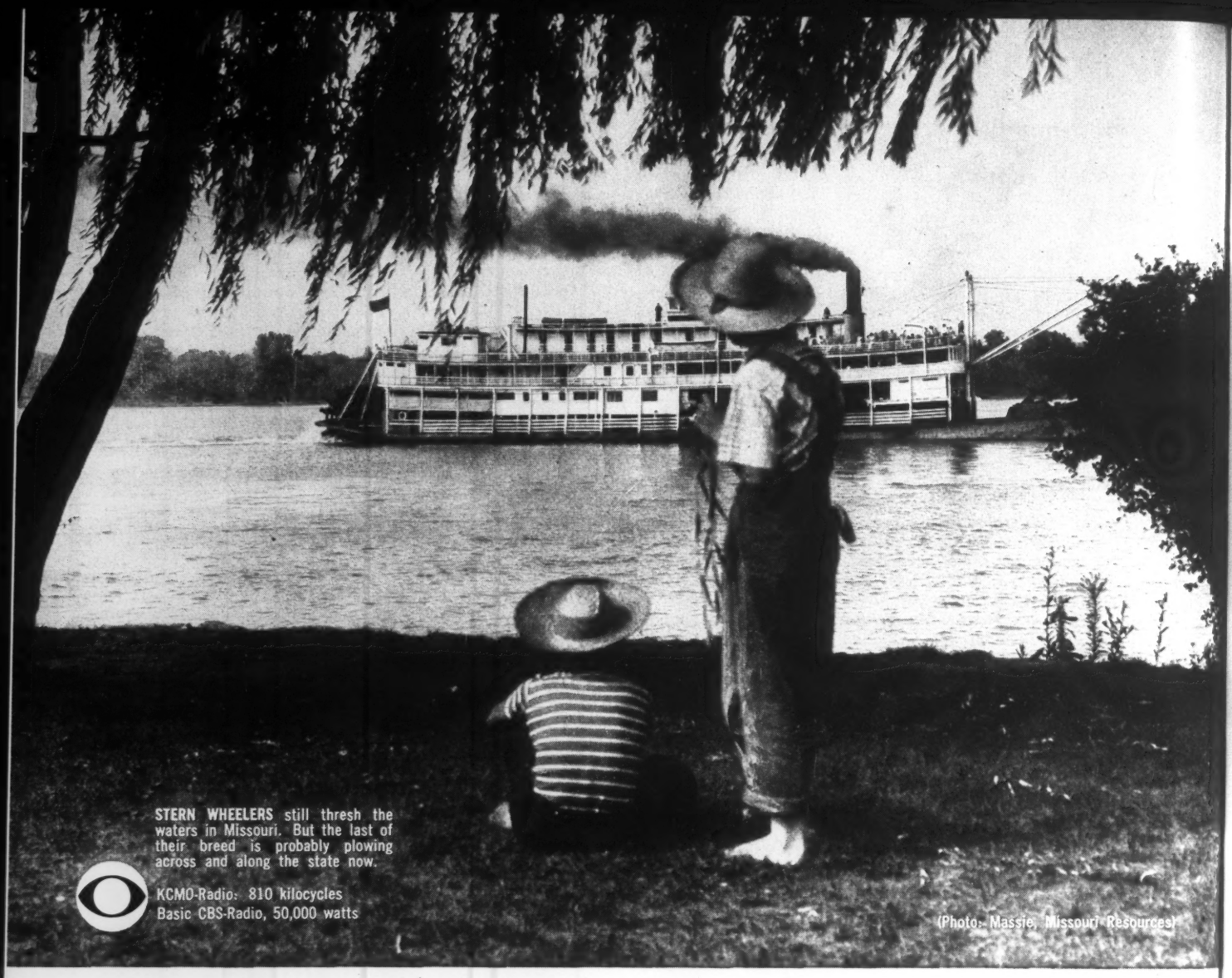
Among new gimmicks at NAB convention exhibits in Los Angeles will be "Blue Box," said to crowd 150% of program content into 100% of time. Developed by Electronic Appliances Inc., box can compress 30-second tape program into 20 seconds with minimum change in tone quality, according to makers.

•

RIVAL FOR BBC? • British radio, which has been state controlled and non-commercial from start, operating under auspices of BBC, is bound to have commercial competition along lines of that being provided in television by Independent Television Authority. Authority: Sir Robert Fraser, director-general of ITA. He ascribes reason for delay as being present preoccupation with commercial tv.

•

Schedule dates for NCAA national football telecasts this fall may pose problem for NBC-TV in sale of sponsor rights. At least one prospective advertiser is balking because block of four regional dates is concentrated within five-week span in NCAA schedule, which would disrupt sponsorship continuity during traditionally heavy selling season. Some agencies contend schedule is not up to last year's standard in client appeal. Regional tv dates are Oct. 18 and 25 and Nov. 8 and 15.



STERN WHEELERS still thresh the waters in Missouri. But the last of their breed is probably plowing across and along the state now.

KCMO-Radio: 810 kilocycles
Basic CBS-Radio, 50,000 watts

(Photo: Massie, Missouri Resources)

taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

KCMO-radio

Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

THE WEEK IN BRIEF

IBEW on Strike at CBS—The broadcasting industry's most widespread strike in history begins as 1,300 technicians and engineers walk off jobs at CBS Radio, CBS-TV and its owned stations. Supervisory personnel keep programming on the air with a minimum of disruption. Disputants arrange meeting, hoping for settlement. Page **31.**

CBS Brass Doubles in Engineering—Executives man the cameras, lower the booms to keep networks working during IBEW walkout. Page **32.**

Emmy—Her 10th birthday party will come off without a hitch after all after NBC-TV deftly avoids union jurisdictional trouble by moving the ATAS "Emmy" awards presentation (New York portion) out of the armory and into its own studios. Page **35.**

Barrage Against Slump Talk—Ad Council starts countermeasures, hopes to have $1.5 million in free advertising put into fight. Page **35.**

And Here's the Commercial—Sound is the big sales point being made on Madison Avenue by radio salesmen. Two major station representatives actively seek ears of agencies and advertisers, directing them to listen to the spot radio commercial and incidentally to the advertising virtues. PGW unveils a new presentation to "decision makers." John Blair & Co. announces spot radio commercial winners and talks about business volume. Pages **36, 39.**

Nearly 42 Million Tv Homes—That's January 1958 count provided by Advertising Research Foundation in cooperation with Bureau of Census. Page **40.**

Texaco Continues Opera—With ABC Radio's move away from live programming. Texaco negotiates with CBS Radio for continuation of Saturday afternoon Metropolitan Opera broadcasts next season. Advertiser has been associated with opera for 18 of 27 years the Metropolitan has been on ABC Radio. Page **42.**

No Canned Spaghetti—Ronzoni Macaroni Co. goes for freshness in commercials, hence finds an unusual way of sponsoring syndicated film programs by beaming them 'live' from New York using network lines and microwave relay. Page **44.**

Tv is Only Minor Movie Villain—Script of study by UCLA expert on "Hollywood at the Crossroads" for Hollywood AFL Film Council casts tv in crowd scene of "economic villains" causing 50% drop in movie-going. Page **46.**

More Heat on Tv—Justice Dept. eyeing gamut of tv network practices, including network ownership of programs and interest in BMI, also talent agencies and tie-ins for talent. Government files new antitrust suit against tv film distributor and two feature film producers. Page **50.**

Toll Chances Getting Slimmer—Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, warns FCC not to authorize pay tv after Congress goes home this summer. Page **51.**

The Pluses for Multiple Ownership—Three biggest multiple tv station owners tell the FCC that Barrow Report indulges in theorizing without facts in its recommendations on multiple ownership, option time, must buys and other tv practices. Page **53.**

In Wake of Oversight Report—Schwartz, on ABC-TV program, claims Legislative Oversight interim report substantiates charges he previously had made, but does not go far enough; official Washington reaction to report lacking. Page **60.**

Fresh Troops into Barrow Fray—State association presidents, performers head list of witnesses scheduled to testify this week against Smathers bill in Senate hearings. Page **60.**

Feds' Arm to Fight False Advertising—Radio-tv monitoring unit of Federal Trade Commission headquarters staff now is ready to make kine and taped copies of questionable commercials. Page **61.**

Judge Lauds Trial Coverage—KOMU-TV Columbia, Mo., draws praise for broadcasts of murder trial. "I hope you come back again," he tells station at conclusion of trial. Page **64.**

Court Takes Swipe at FCC—U. S. Appeals Court in Washington questions FCC affirmation of grant to WSPA-TV Spartanburg, S. C., following earlier remand of case by court. Page **62.**

Financial Upturn—DuMont Broadcasting Co. whittles away at its tax loss carried forward from 1956. President Goodwin sees still better results for this year. Gross revenues in 1956 were nearly doubled in 1957. Page **66.**

A Case of Washingtonitis—Richard S. Salant, one of several speakers at Ohio Assn. of Broadcasters meeting, says broadcasters must get off the defensive. Judge Moore, of Colorado, calls on American Bar Assn. to end ban on radio-tv in courtroom. Page **82.**

NAB Registrations Up—Advance bookings by delegates running 10% ahead of a year ago as annual industry convention approaches. Programming for management and technical meetings completed by NAB staff. Page **87.**

We don't want the 12-year-olds—San Francisco agency man Ernest Hodges charges that station programming is being taken over by the rock and roll set. Worse, says the Guild, Bascom & Bonfigli vice president, they're not the ones his clients are out to sell. It's all in this week's MONDAY MEMO. Page **113.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Photograph by John Burwell

BILL BENNETT

When they toil . . . when they tile . . . the Twins dial WDGY personalities

That's why WDGY is first* in the Twin Cities . . . and why WDGY billings are at an all-time high . . . It's Storz Station locally-centered programming that does it, as personified by warm, friendly men like Bill Bennett. Bill brings to bear on his four daily entertainment and selling hours the distillation of a diversified show-business and radio history. He's a comedian, an M. C., TV performer, recording star, teen-dance innovator, columnist, magician, and amateur clown. Above all, he's a salesman . . . likeable, and a perpetual smiler, Bill is often described as the Northwest's outstanding radio personality.

Talk to the man from Blair, or WDGY G. M. Jack Thayer about Bill; and Dan Daniel and Don Kelly and Stanley Mack and Bill Armstrong and Bill Diehl and Joe Della Malva and Ralph Martin and George Rice.

* Pulse all-day average

WDGY *50,000 Watts* **Minneapolis-St. Paul**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

STORZ RADIO & TV CORP. • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

WERE CLEVELAND CHARTS $25 MILLION CLOSED-CIRCUIT TV, RADIO SYSTEM

Closed-circuit sound and visual program service for home subscribers, eventually covering entire Cleveland area, proposed Friday by Richard M. Klaus, vice president-general manager of WERE Cleveland. Project would involve investment up to $25 million.

Six channels on Ohio Bell coaxial cable, leased to WERE, would provide wide range of programming service to home tv sets. Subscriber fee might run around $10 monthly under present plans.

Advertising would be sold on some portions of programming.

Service is designed to start within year, using test area of perhaps score of major apartment developments.

At present Cleveland has three tv stations —KYW-TV, WEWS (TV) and WJW-TV on chs. 3, 5 and 8 respectively.

Financing would be handled by WERE, with Ohio Bell running cable as funds are provided. WERE plan calls for development of separate community satellite centers for programming. These would be located in populous centers and have separate camera chains and other facilities. As facilities and list of subscribers expands, these centers eventually would be tied together. Service would then come out of proposed major entertainment center.

Citywide service within five-year period is envisioned by WERE, with thought that eventually Cleveland grid would be tied in with similar wired service in other cities.

"We propose to create a brand new form of mass communications and entertainment," Mr. Klaus said.

Here is WERE plan to use six-channel capacity of coaxial cable:

Ch. 2—First-run films 11 hours daily, each film to be run three or four days. Commercials confined to station breaks.

Ch. 4—Re-run films. Commercials would be sold, possibly on basis similar to tv broadcast stations and networks.

Ch. 6—Feature tv presentations including sports, musicals and theatrical events; only top evening hours; may be used to broadcast network programs not carried by local tv stations.

Ch. 7—Duplicates radio programming of WERE.

Ch. 9—Tv sports. WERE is key station for Cleveland Indians 40-station, four-state radio network. Away tv games could be carried, along with other sports, and keyed into wired services in other cities.

Ch. 10—Background music and home music service.

Major portion of development work on Cleveland project was done by Leonard G. Trostler, WERE local sales manager, aided by Mr. Klaus; Harry Dennis, chief engineer, and Sam Elber, director of programming and promotion.

Mr. Klaus said that while WERE's wired network would not come within jurisdiction of FCC, it would provide extensive public service and cultural programming. He suggested, for example, that closed-circuit facility could be provided to medical society, giving doctors latest information on medical and surgical techniques.

Possibility of color service is being explored. WERE and Ohio Bell studied closed-circuit projects in other areas. Telephone company contacted top AT&T officials in New York.

WERE would have exclusive use of wire grid built with its money and leased from Ohio Bell, but telephone company would be free to build similar facilities for any firm desiring to offer closed-circuit program service.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

BANANA BOOM • United Fruit Co., N. Y., will promote its biggest and best banana crop with two-week increased radio spot budget effective immediately on 200 stations in 85 markets in U. S. and Canada. Current campaign, running on about 160 stations since March 9, will be included in increased frequency, which will amount to as much as 40 spots per week per market. BBDO, N. Y., is agency.

IN BUYING MOOD • American Oil Co., N. Y., mulling over 17-week radio-tv spot campaign (announcements and newscasts) in 120-market area along U. S. East Coast to begin end of May. No buying pattern or market strategy finalized. Joseph Katz Co., N. Y.-Baltimore, is Amoco agency.

BALL BUYS • WOR-TV New York reported Friday sponsorship has been set for three-quarters of its coverage of 78 Philadelphia Phillies baseball games, to be telecast in New York area. Signed: United Vintners Inc. (wines), General Tire Dealers of New York Metropolitan Area and Bayuk Cigars Corp.

IN FOR HALVES • Phillips-Van Heusen Corp. (Van Heusen's men's shirts and sportswear), N. Y., signed for one-half sponsorship of *Suspicion* (NBC-TV, Mon., 10-11 p. m.) on May 26, June 2 and 9. Grey Adv., N. Y., is agency.

TV CLIENT ON WAY • Television will play important part in introduction of new Borden's instant mashed potatoes when product makes test bow in upper New York State and New England next month. Initially only WHYN-TV Springfield will be used, but look for more buys as distribution area is enlarged. Product — competing with R. T. French's instant whipped potatoes, General Foods Corp.'s Minit and McCormick Tea & Spice's brand—was to have made its bow earlier in year but introduction was delayed due to "production problems." After national distribution is achieved—by end of 1958, hopes Borden—product will be promoted on NBC-TV's *Fury* and *People's Choice*, both sponsored by Borden. Lennen & Newell is servicing product, its first Borden assignment.

P&G, Miles, Ralston-Purina Vie for ABC-TV Time Slots

It'll be like "High Noon" at ABC-TV tomorrow (Tues.) when several interested parties shoot it out for Tuesday, 9-9:30 p. m. slot next season. Procter & Gamble, just renewed for high-rating *Wyatt Earp* (Tues., 8:30-9 p.m.), wants to back it with new western out of William Morris-Four Star Films stable titled *The Rifle Man*. It must let Morris-Four Star know by tomorrow when option expires.

At same time, 52-week contract of current 9-9:30 p. m. slot occupants, Miles Labs and Ralston-Purina *(Broken Arrow)* ends tomorrow and ABC-TV reportedly is as eager for new P&G business—giving soap company 60-minute exposure—as it is for Miles-Ralston renewal. Ralston, meanwhile, is taking no chances on being left out in cold; its agency, Gardner Adv., St. Louis, has option to pick up MCA Ltd.-Gomalco Productions' *Leave It to Beaver* series now on CBS-TV under Remington-Rand sponsorship and take it to ABC-TV, preferably in 8:30-9 p. m. (post-*Disneyland*) berth, now occupied by Bristol-Myers.

NC&K Gets Vel Powder

Colgate-Palmolive Co., New York, named Norman, Craig & Kummel, New York, to handle Vel powder, effective immediately, with $1.9 million billings. McCann-Erickson was appointed to service new soap product, with billings and name yet to be revealed. Lennen & Newell had been handling Vel powder until last February when it was notified that account would be withdrawn. L&N retains Vel liquid detergent and Vel beauty bar. NC&K has recommended that bulk of advertising campaign for Vel go into television.

at deadline

McGannon Attacks VTR Policy, Hits Major Barrow Conclusions

Renewed opposition to proposals in Barrow Report on multiple ownership, option time and must buys were voiced Friday by Westinghouse Broadcasting Co. President Donald H. McGannon, continuing his previous day's testimony FCC (story page 53).

Mr. McGannon rapped three tv networks for policy of refusing permission to stations to use videotape to record network programs to run on delayed basis, said WBC looked at move with "great seriousness" and felt advertisers and public won't gain if networks are "arbitrary" on this policy. He noted network policy conflicts with WBC's plans to carry baseball on WJZ-TV Baltimore, but said network VTR use is helping KPIX (TV) San Francisco network programming position.

He said WBC had asked networks to limit network programming to option time and had been refused, but acknowledged such narrowed programming might make option time program costs go up. Mr. McGannon said WBC dropped NBC Spot Sales from representation of two WBC stations because quality was not good enough and said he did not recall writing letter (in possession of FCC) which "indicates to contrary." He saw nothing wrong with network spot representation if affiliation relationships can be insulated.

Mr. McGannon didn't think Westinghouse Electric's $39 million ad budget (all media) has had any effect in network-affiliate relations by WBC outlets; nor has WBC's multiple ownership position, he added.

WBC president said he had no objection to NTA proposal for added hour of option time from source other than affiliated network, but saw problems if present three-hour network option time were reduced.

Asked by Chairman John C. Doerfer whether he felt FCC should require station to place local public service programs in option time, Mr. McGannon said this would create problems, since obviously not all communities have enough local issues to put on audience-attracting material for this prime time. Station should have leeway here, he said, so it can develop exceptional programs and promote them properly.

Mr. McGannon had "no thought" on FCC shortening license period of marginal operator, but felt FCC might issue licenses varying from three to five years or longer depending on demonstrations by licensee of public interest programming. He felt industry could "live with" an "indefinite" license if standards could be defined so as to assure operator he wouldn't lose license and investment if he stuck to standards.

Wagner Heads Ohio Broadcasters

Jay Wagner, WLEC Sandusky, was elected president of Ohio Assn. of Broadcasters at Friday meeting in Cleveland (early story page 82). He succeeds Hubbard Hood, WKRC Cincinnati. Tom Rogers, WCLT Newark, was elected radio vice president and Allan Land, WHIZ Zanesville, tv vice president. New members elected to board: Gordon Davis, KYW Cleveland; S. H. Topmiller, WCKY Cincinnati, and Gene Trace, WBBW Youngstown. Over 100 delegates attended Friday meeting.

Tv Worth Money to Paramount

Paramount Pictures Corp. has advised stockholders of "substantial" profits realized this year from film sales for tv (Paramount sold its feature backlog to Music Corp. of America). Reminder contained in report on 1957 operations, showing earnings from operations to be over $5.4 million and net income at more than $4.7 million. Profit would have been up slightly over 1956, but in that year additional $4.4 million-plus represented principally profit on sale of film to tv (Popeye Cartoons acquired that year by AAP), for total net income in 1956 of over $8.7 million.

FCC Again Asks for Ch. 10 Case

FCC Friday again asked U. S. Court of Appeals to send back Miami ch. 10 case. Commission said it's better to let it review case (in light of disclosures before Harris Oversight Committee) than for court to rule on legal issues which "might become moot by further proceedings." FCC representation furnished in response to objections by three parties to Commission's original motion to court to remand Miami case without ruling on merits. [GOVERNMENT, March 17]. Parties are National Airlines (which won ch. 10 grant), WKAT Miami (A. Frank Katzentine) and Eastern Airlines (seeking to intervene in proceedings).

Harris to Address Law Group

Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee and Legislative Oversight Subcommittee, will address April 30 dinner meeting of Administrative Law Section of District of Columbia Bar Assn. Black-tie affair will be held in Washington's Mayflower Hotel in observance of National Law Day May 1.

ABC Asks Syracuse Shift

ABC asked FCC Friday to add third vhf channel to Syracuse, N. Y., by deleting ch. 8 there and adding chs. 9 and 11. Move would require ch. 8 WHEN-TV Syracuse to change to ch. 9, and ch. 11 CKWS-TV Kingston, Ont., to ch. 8. ABC said out of 44 ABC programs, only two are carried in Syracuse live, 15 are carried on delayed basis, five on spot basis, 12 are on pending orders and 10 have not been ordered at all. This is costing ABC $285,000 annually, network said. Only conflict, ABC said, is with pending proposal by WVET-TV Rochester, N. Y., to move chs. 9 and 13 to Elmira, N. Y. Syracuse has only one other commercial operating station, ch. 3 WSYR-TV. Educational ch. 43 is assigned to New York Board of Regents but is not operating.

Stuart First on U.S.S.R. Trip

First U. S. station executive to visit USSR in connection with cultural program interchange is Harold C. Stuart, president of KVOO-AM-TV Tulsa and director of Assn. of Maximum Service Telecasters. He left Friday with Thomas Manhart, president of Century Geophysical Co., expert amateur photographer, and will offer Soviet typical locally produced radio and tv programs.

After week in Moscow, itinerary includes trips to other Russian cities. Party returns to U. S. May 24.

NAB's Radio Month Kits on Way

Promotion kits to guide broadcasters in observing National Radio Month during May were mailed Friday by NAB. Theme of month is "Radio is close to you . . . at home . . . on the move . . . in your community . . . Radio is close to all America." Kit is more elaborate than others in past radio promotions. Part of material was mailed to non-member stations. Radio Advertising Bureau has mailed Radio Month kit including 101 ideas as well as speeches and other material.

PEOPLE

JOHN M. KEAVEY, account executive at Erwin Wasey, Ruthrauff & Ryan on KLM Royal Dutch Airlines, elected vice president of EWR&R.

DON W. WELLS, formerly sales manager of Lanolin Plus Inc.'s beauty division, to Foote, Cone & Belding, Chicago, as merchandising executive.

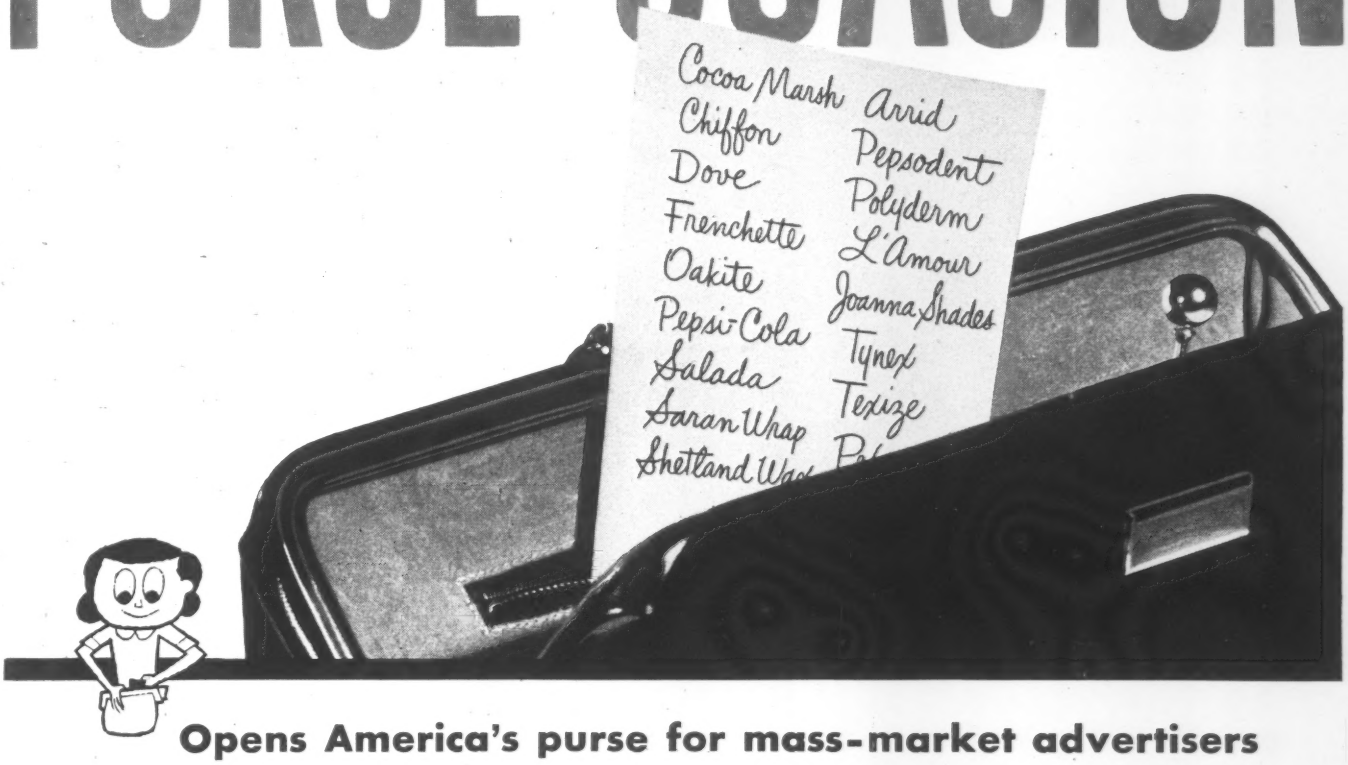
ALEXANDER G. FIELD JR. appointed program manager of WGN-TV Chicago effective April 19, succeeding **EDWARD J. ROTH JR.,** resigned. Mr. Field continues duties as supervisor of special broadcast services of WGN-AM-TV.

GERALD E. CALDWELL, commercial export manager, General Foods Corp., (international), to GF's Maxwell House Div., as market research manager.

ROBERT G. FURLONG, marketing manager, DuMont Labs receiver division since early 1957, to sales manager, television receiver division, replacing **BILL C. SCALES,** resigned.

RUSSELL FORD, Compton Adv., and **CHUCK KAMBOURIAN,** H. K. Harrison Assoc., both to Grey Adv., N. Y., as executive producer and associate producer, respectively.

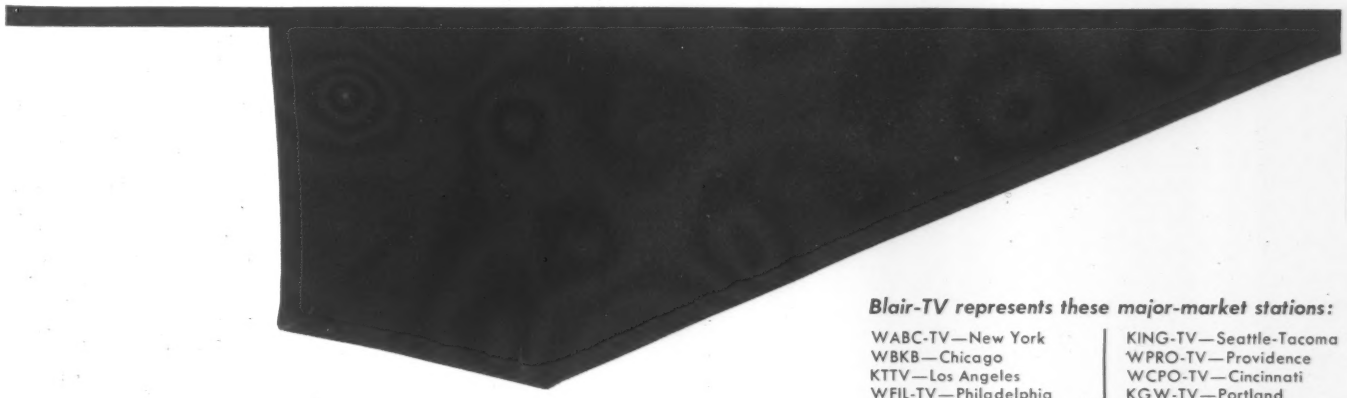
PURSE-SUASION



Opens America's purse for mass-market advertisers

As the shopping-list indicates, 17 of America's biggest advertisers have been quick to see *and use* the tremendous power of PURSE-SUASION. It combines the persistence of saturation with the impact of television. 20 spots every week – rotated week after week to cover a station's complete daytime audience.

Prove PURSE-SUASION'S low-cost selling power on any product for Home or Family. Blair-TV's Test Market Plan provides documented research on sales-effectiveness *at no extra cost to the advertiser.* Phone your nearest Blair office now for the complete, exciting story.



BLAIR-TV

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
TEmpleton 8-5800 SUperior 7-5580 KEnmore 6-1472 WOod'rd 1-6030 CHestnut 1-5686
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
ELgin 6-5570 RIverside 1-4228 DUnkirk 1-3811 YUkon 2-7068 ELliott 6270

Blair-TV represents these major-market stations:

WABC-TV—New York
WBKB—Chicago
KTTV—Los Angeles
WFIL-TV—Philadelphia
WXYZ-TV—Detroit
WHDH-TV—Boston
KGO-TV—San Francisco
WIIC—Pittsburgh
KTVI—St. Louis
WEWS—Cleveland
WJZ-TV—Baltimore
KFJZ-TV—Dallas-Ft. Worth
WNHC-TV—Hartford - New Haven
KING-TV—Seattle-Tacoma
WPRO-TV—Providence
WCPO-TV—Cincinnati
KGW-TV—Portland
WDSU-TV—New Orleans
WFLA-TV—Tampa
WBNS-TV—Columbus
WMCT—Memphis
KFRE-TV—Fresno
WOW-TV—Omaha
WNBF-TV—Binghamton
WFBG-TV—Altoona

Chip Off the Farm Bloc

We'd like you to meet one of the bosses of a $400 million business called farming in Central Ohio. He feeds his own corn into his own hogs, has two tractors and a city-shopping family that wants all of the better things of life.

You find him sharing his noontime, as usual, with Bill Zipf, farm director and farm news reporter for WBNS-TV. They have been friends for nine years—personal friends, because Bill Zipf is a reporter who travels 30,000 miles of rural roads a year and shows up at the studio with dirt on his shoes.

You can see why the casual offer of a Farm Almanac, on Bill's "Farmtime" program, pulls requests from 33

Ohio counties and over 130 small towns. More important, you see an example of the face-to-face approach by which WBNS-TV, born and raised in Central Ohio, attracts its larger audiences, day and night.

Time buyers, too canny ever to fall off a hay wagon, have reduced volumes of these facts to one conclusion: "If you want to be seen in Central Ohio—WBNS-TV."

WBNS-TV

CBS Television in Columbus, Ohio
Market Center of 2,000,000 people

316 kw. Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV.

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior" —"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

THE BOB HOPE SHOW

If a semblance of international unity is ever achieved in the present day, Bob Hope and his crew can feel they have contributed a small but important part. On Saturday April 5, NBC-TV presented *The Bob Hope Show* filmed entirely in Moscow. For one hour the viewer was taken through Moscow's streets, subways, into its theatres, ballet centers, circuses and U. S. Embassy. Top Russian acts such as Popoff the clown, famed ballerina Galina Ulanova, comedian Arkadi Raikin and the festival of dances of all nations were shown in an interesting and fast-moving bill.

Mr. Hope's dry wit was in top form as he "entertained our civilians abroad" at the American Embassy. He chided the Russians ("I was thrown out of the Kremlin yesterday. I thought the star on the door meant it was my dressing room") as well as praised them for their cooperation in the current entertainment exchange program.

At the conclusion of the program, Mr. Hope showed some film of Russian children at play with American children (those of Ambassador Thompson) and at play together and made his plea for international understanding and secure futures for "kids, who, all over the world, are just kids."

Mr. Hope's approach was warm and sincere and the show was an enlightening venture behind the iron curtain. All concerned deserve congratulations for this outstanding effort.

Production costs: $200,000.

Sponsored by Johnson Motors through J. Walter Thomspon Co. and Dutch Masters Cigars through Erwin Wasey, Ruthrauff & Ryan on NBC-TV, 9-10 p.m. April 5.

Director: Mort Lachman; executive producer: Bob Hope; producer: Jack Hope; writers: Bill Lackin, Lester White, John Rapp, Charles Lee, Gig Henry; associate producer: Kent McCray; director of photography: Ken Talbot.

OMNIBUS

"The Lady's Not for Burning" is quite a goodie to find in an Easter basket. *Omnibus* produced the morsel at an ideal time and served it up with style.

For those who had never met Thomas Mendip and Jennett Jourdemayne, the *Omnibus* version of their adventures around the noose and stake was an introduction under favorable circumstances, with at least one advantage over the theatre. It was easier to catch all of the lyric lines in the living room than in the third balcony surrounded by a laughing audience.

The rest of the April 6 audience—those who were already familiar with "The Lady's Not for Burning"—could breathe easy as the play opened in what looked like the original stage setting and the characters appeared intact. Adapter Walter Kerr used a judicious pair of shears to scale the play to tv size. The lines on the cutting-room floor may grieve the Fry fan, but surely the most devoted will concede that 90 minutes of Fry is incomparably better than no Fry at all.

The cast made the most of their characters—plum roles all. Christopher Plummer, Mary Ure and company showed a fine and enthusiastic regard for their material. The production was a faithful version of a rare script.

Production costs: Approximately $80,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson and Union Carbide Corp. through J. W. Mathes on NBC-TV, April 6, 4-5 p.m. EST.

Produced by Robert Saudek Assoc.; director: Stuart Vaughan; adapted by Walter Kerr from Christopher Fry's play.

Cast: Mary Ure, Christopher Plummer, Bryarly Lee, Anne Shoemaker.

NBC OPERA

Composer-conductor-critic Virgil Thomson commenting on the 1790 premiere of Mozart's *opera buffa*, "Cosi fan tutte," has noted that Viennese society fell deaf to Mozart's pleas "for tenderness, for humane compassion and for an enlightened and philosophical toleration of human weakness." But thanks to the magnificent work of the NBC Opera company and the Ruth and Thomas Martin Anglicized version of "Cosi"—somewhat less satisfactory to those purists who might have missed the original lyrics—the tv premiere was accorded a reception far more universal than the original. The times are different; so is the audience composition.

The remarkable thing about last Sunday's telecast—marking the end of the repertory company's 9th season—was that it came off so well. "Cosi" is a difficult opera; it would tempt many a director to go another inch—square into the abyss of farcical slapslick *a la* Johann Strauss' "Fledermaus." However, directors Peter Herman Adler and Kirk Browning stuck to the script for the entire two-hour session, trimming only where expedient.

Phyllis Curtin (Fiordiligi) and Frances Bible (Dorabella) lack a certain Viennese crispness Mozart seems to ask, but nonetheless both were in fine and rare form—as singers as well as actors. So were the others —Helen George (Despina), John Alexander and Mac Morgan as the enticed lovers, and James Pease, playing Don Alfonso, the *agent provocateur*.

Yet, putting aside the question of whether this presentation and others in the series is public service—which it certainly is—one would do well to ask, is it opera? It strives to be but doesn't quite make it. The reason is simple: electronic opera is too mechanical; it tends to make sound subservient to sight and above all, there isn't a tv set on the market that will do justice to the fine voices and the crisp, brilliant music that came out of NBC-TV's Brooklyn studio. NBC-TV has done more than its share of the work; perhaps the parent RCA will complement its division's efforts by pioneering compatible sound at economy prices.

Production costs: $80,000.

Sustaining, on NBC-TV, 2-4 p.m. Sunday April 6.

Producer: Samuel Chotzinoff; musical direc-

HORACE *said it for us...*

"Whatever prosperous hour PROVIDENCE bestows upon you, receive it with a thankful hand: and defer not the enjoyment of the comforts of life."

HORACE PROPERTIUS
Ibid XI to Bullatius
Line 22

The Prosperous PROVIDENCE* hours Bestowed upon YOU are a PLUS from

WHDH-TV
Channel 5 - Boston

The Only Boston Station Rating a Providence Listing

Look at these latest PROVIDENCE *ARB's*

Zorro	10.5	Welk Top Tunes	18.4
Lawrence Welk	20.6	Tombstone Terr.	10.1
American Bandstand	9.7	Wyatt Earp	13.9
Wed. Night Fights	9.7		

In Certain Time Segments **WHDH-TV Boston** is **No. 1** in Providence

Maybe there's only a fine line of distinction, but it's a point to consider when you plan a sales campaign. Mass selling demands reaching as many people as possible. But, do all who listen... hear?

If you want your sales message heard, understood and acted upon... your best buy is KOA-RADIO! Millions of people throughout the rich Western Market set their radio dial at 850 to hear their favorite NBC and regional personalities. KOA's brand of daily programming skillfully integrates these highly-rated personalities with programs that inform, entertain, serve ...and sell!

Let KOA-RADIO prove to you that hearing outsells listening!

Represented nationally by

HENRY I. CHRISTAL COMPANY, INC.

KOA DENVER Radio
one of America's *great* radio stations
50,000 Watts — 850 Kc
Clear Channel
NBC

BT/4/58

tor: Peter Herman Adler; director: Kirk Browning; assoc. director: James E. Fox; sets and costume designer: Ed Wittstein; libretto: Ruth and Thomas Martin (from original libretto by Lorenzo da Ponte); score: Wolfgang Amadeus Mozart; music coordinator: George Shick; conductor: Mr. Adler; asst. conductor: Felix Popper; audio director: David Sarser; lighting: Alan Possage.

Cast: Phyllis Curtin, Frances Bible, Helen George, John Alexander, Mac Morgan, James Pease and others.

BOOKS

TELEVISION IN SCIENCE AND INDUSTRY, by V. K. Zworykin, E. G. Ramberg and L. E. Flory; John Wiley & Sons Inc., 440 Fourth Ave., New York. 300 pp. $10.

To the layman, the entertainment television brings into his home may seem the be-all and the end-all of the medium. The authors of this volume fascinatingly document the fact that this aspect "exhausts only a small fraction of the potentialities of television." The book explores the functions, present and potential, of closed circuit or industrial television.

Various chapters, amply supported by illustrations, outline the application of closed circuit tv in research, medicine, education, commerce and many other fields. A forecast for the future envisions visual and vocie communication, banking and shopping adapted for videophone purposes, further advances in medicine and industry and a final prediction that the television camera "will be the pioneer observer in interplanetary travel."

While there is much that is technical in the book, it offers a fascinating area of exploration for anyone interested in the medium.

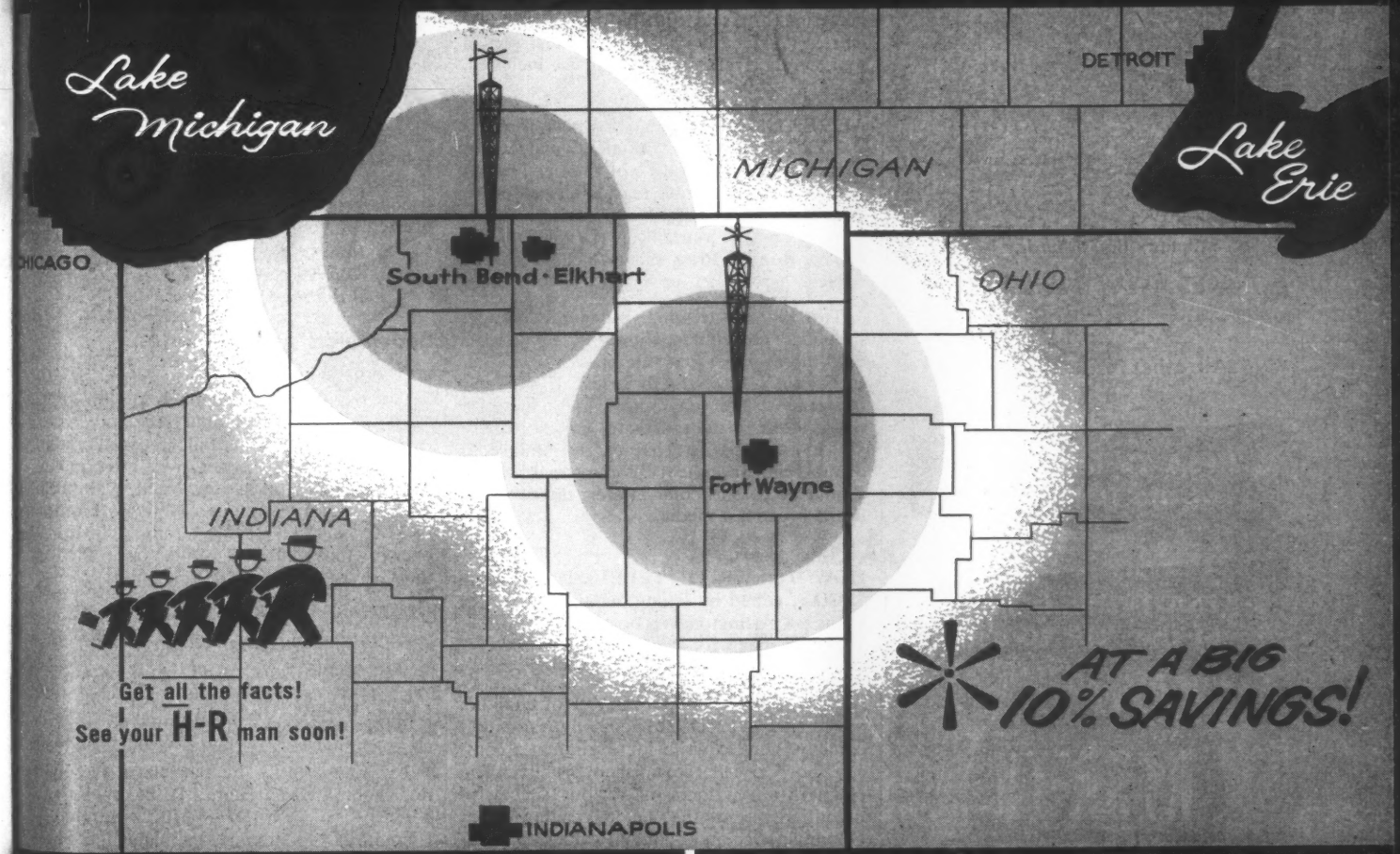
The authors are eminently qualified; all are well known in television research and technology. Mr. Zworykin is honorary vice president and technical consultant, RCA; Mr. Ramberg is research physicist, and Mr. Flory, research engineer, RCA Labs. They have collaborated on a handsome and informative volume.

TELEVISION AND RADIO WRITING, by Stanley Field; Houghton Mifflin Co., 2 Park St., Boston. 544 pp. $6.75.

Almost every facet of writing for radio and television is covered in this fat and interesting how-to book for aspiring writers. The book is well-written in itself, and its points are strongly supported with examples ranging from auto commercials to full scripts of tv and radio plays. The author has chosen interesting examples and follows them with short critical breakdowns on their format and development. While the emphasis is on writing for television, radio techniques are not neglected. And various topics, such as writing for government programs, not usually included in such texts,

NOW ONE BUY

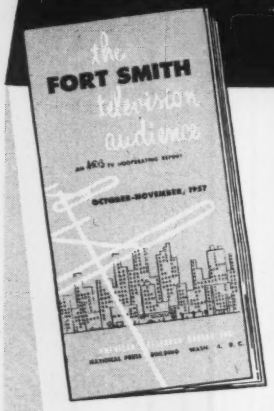
delivers the South Bend - Elkhart and Fort Wayne markets



wsjv 28
SOUTH BEND ELKHART

wkjg 33
FORT WAYNE

KFSA-TV
DOMINANT
LEADER
IN
FORT SMITH
ARKANSAS



ARB
October-
November,
1957

Sign-On to Sign-Off—
Sunday thru Saturday

KFSA-TV 53.9
Station B 37.1
All others 14.4

KFSA-TV leads in 9 of the TOP 10 shows

KFSA-TV leads in 17 of the TOP 20 shows

For Choice Availabilities, Contact—

NBC-ABC

KFSA-TV
Fort Smith
Arkansas

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

Regional Representative:
Clyde Melville Company, Dallas

IN REVIEW CONTINUED

are included. Areas of fringe interest, such as ratings, are also covered. The only criticism is that perhaps too much is left to the writer to learn from examples, rather than spelled out in text. But the book as a whole would seem a worthwhile investment for the writer interested in hitting the broadcast markets.

Mr. Field is chief of production, radio-tv branch, troop information div., Dept. of the Army, and also serves as an adjunct professor at The American University, Washington, D. C.

THE ENCYCLOPAEDIA OF RADIO AND TELEVISION, Second Edition, J. H. Reyner, technical consultant; Philosophical Library, 15 E. 40th St., New York. 736 pp. $12.

New entries dealing with fm, vhf broadcasting, color television and other technical advances are featured in this new edition by a team of 13 authorities under the guidance of Mr. Reyner. Designed to help the novice as well as the expert, this volume has reduced mathematical explanations to a minimum and simple practical explanations of all phases of modern radio-tv engineering are set forth. More than 3,000 entries and nearly 800 illustrations, plus a separate data reference section, are included.

ADVERTISING COPY, LAYOUT AND TYPOGRAPHY, by Hugh G. Wales, professor of marketing, U. of Illinois; Dwight L. Gentry, associate marketing professor, U. of Maryland and Max Wales, associate professor of journalism, U. of Oregon. The Ronald Press Co., 15 E. 26th St., New York. 491 pp. $7.50.

This book, stressing fundamentals and simplified procedures, should be of value to both the beginner and veteran in advertising. It describes how closely copy, layout and typography are combined to achieve a single effect in the successful advertisement. There are separate chapters on the radio commercial and the tv commercial, which should be of particular interest to personnel in the broadcast media.

HOW TO WRITE TELEVISION COMEDY, edited by Irving Settel; The Writer Inc., 8 Arlington St., Boston, 228 pp. $4.

The editor, recognizing the "urgent and continual" need for writing talent for tv comedy, has compiled a number of chapters on various aspects of comedy: situation comedy, how to write jokes, dramatic comedy, how to sell the finished product. The chapters are written by various successful practitioners in the field, ranging from Goodman Ace and Sydney Reznick to chapters by the editor. The last section of the book contains sample comedy scripts.

The information is simply and interestingly presented; it is doubtful, nonetheless, whether perusal of this volume alone will turn out many successful humorists, for television or any other medium.

OPEN MIKE

Tv's Feeds to Newspapers

EDITOR:

I think there is a significant and excellent answer to critics of television who claim that it does not broadcast anything but westerns and crime stories. In the city edition of the April 7 *New York Times*, there were three front page stories—including the lead story—based on television interviews April 6. They were the Secretary of Labor Mitchell story, the George V. Allen story and the Schwartz-FCC story.

On page 2, the top story was again taken from a tv interview—"Nasser Accuses West of Attacks."

To me, the real significance of the above is the realization on the part of the press that television is now a medium of sufficient stature that important announcements and pronouncements are frequently released first on tv and must be covered. It wasn't too many years ago that newspapers took the attitude that if they said nothing about tv maybe it would go away.

Don W. Lyon
Director of Tv & Radio
U. of Rochester
Rochester, N. Y.

They Read It Here

EDITOR:

Reggie Schuebel, Henry Fleisher and I greatly appreciate your kind treatment of our new business announcement [ADVERTISERS & AGENCIES, March 31]. From the number of comments I've gotten from friends around the country, I'm greatly impressed by your circulation.

Robert S. Maurer
Maurer, Schuebel & Fleisher
Washington-New York

Beachhead in Manhattan

EDITOR:

I'm a bit late in commenting on "The Myth of Madison Avenue" [BROADCASTING, Feb. 24]. It was an excellent capsule story and I only want to call your attention to the fact that in it you listed Campbell-Mithun as not operating a New York office. As of Nov. 1, 1957, Campbell-Mithun opened and staffed a New York office in the Graybar Bldg., 420 Lexington Ave.

R. C. Bumstead
Media Dept.
Campbell-Mithun
Minneapolis, Minn.

More Video Versions

EDITOR:

I was amused by the very clever tv definitions submitted by Gerald R. Baker, KELP-TV, El Paso, Tex. [OPEN MIKE, March 17]. I would like to submit a supplementary list:

REHEARSAL: A specific period of time set aside for practicing a commercial which should have been set aside *before* air time.

SWITCHER: An engineer who has held positions at 8 different stations in six months.

DIRECTOR: A receptionist who shows

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Outstanding farm programming is one reason the Beeline delivers the largest audience in the nation's richest and most diversified farm area. Each of the five Beeline stations has its own farm editor working closely with McClatchy newspaper editors to give listeners the most complete coverage in the inland valley. Result: top-rated farm programs in each area.

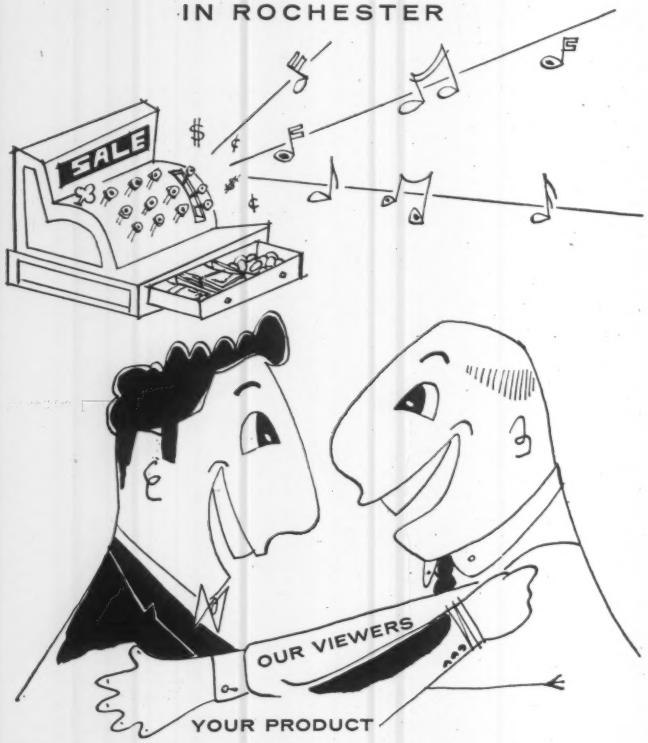
Taken as a group, these mountain-ringed radio stations deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

IT MAKES SUCH WONDERFUL MUSIC

IN ROCHESTER



when good fellows get together!

Personally, we think that your product and our viewers were just made for each other! And, believe us (or any Rochester Area Survey!), we've got a LOT of viewers in this rich Rochester territory!

If you're seeking real pay-off spots in this area, buy CHANNEL 10, the channel that gets the majority of viewers, over all, from sign-on to sign-off, according to the latest Rochester Metropolitan Area ARB Survey, February, 1958!

The meeting of your product and our viewers will be accompanied by the background music that is so popular with every sponsor—the jolly ringing of the cash register with the one-word lyric—SALES!

In Rochester, N. Y. IT ALL ADDS UP TO 10

CBS BASIC

visitors how to find studio A.

PRODUCER: A bill-paying sponsor.

PROJECTIONIST: A director who always shouts into his headsets.

BREAKDOWN: Something which happens to a projector because the same thing has happened to the projectionist.

DOLLY: President Madison's wife.

PROP: An object which tends to hold a director upright when everything is going wrong.

Maynard B. (Chuck) Albert
Production Dept.
WTIC-TV Hartford, Conn.

Added Praise for Silvernail

EDITOR:

Thank you very much for the fine tribute to a fine gentleman and an able craftsman, Frank Silvernail of BBDO [OUR RESPECTS, March 31]. His departure does leave a void. However, the contribution he has made to our business leaves many a guidepost for those who will carry on.

J. C. Kellam
Gen. Mgr.
KTBC-AM-TV Austin, Tex.

Commends Abrams' Efforts

EDITOR:

Revlon's George Abrams certainly made a significant contribution to the broadcast industry. I read every word of the "Syracuse Story" [LEAD STORY, March 31]. It will be interesting to see what effect his great experiment [in audience measurement] will have.

Ernie Tannen
Vice Pres.-Gen. Mgr.
WEEP Pittsburgh

Same Name Causes Confusion

EDITOR:

The "Barter Broker Bankrupt" item [AT DEADLINE, March 31] is very embarrassing to this company.

Television Clearing House [firm of undersigned] was originally established in 1939 at the RKO Bldg. in New York and incorporated in 1940 (State of New York). During World War II I closed up shop and went with the Army Pictorial Service at the Pentagon. Six years ago this company was re-established in Hollywood.

The [bankrupt] company which has used our name has no connection whatever with us. We have been receiving many phone calls in connection with this bankruptcy which puts us in a rather uncomfortable position.

S. S. Liggett
President
Television Clearing House
Hollywood, Calif.

[EDITOR'S NOTE—We're happy to clarify any confusion that stemmed from the two separate firms having the same corporate name.]

Clams on the Hudson

EDITOR:

Last fall, after 10 years of running a local station in this medium-sized market, we

ANOTHER FABLE OF PROFITS*

(Wantum Wampum?)

ONCE UPON A TIME there was a station manager who, like Tecumseh, kept his eye on the "Sous." So intent was he, he couldn't see the woods for the trees.

One day while shooting the Madison Avenue rapids, in search of an elusive buck, he hit a snag and tipped his canoe. Luckily, he was saved by the friendly Bolling brave, who quickly bailed him out, smoothed his feathers, and taught him all the craft of maneuvering in that tricky canyon.

Today, having made an alliance with the Bolling tribe, he smokes his pipe with the satisfaction of a chief who is reaping the rewards* of his wisdom.

The moral of this story is . . . don't forget Custer's famous last words.

**To lure more loot, learn our lore.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS

Serving all

WGN and WGN-TV are giving their audiences programs of top QUALITY . . . presented with the INTEGRITY that is a part of serving the public.

The payoff? Station preference from an ever-widening audience of loyal WGN and WGN-TV fans.

And this fine public service, such as the programs shown on these pages, is only one of the reasons for this loyalty.

Six special religious programs telecast during Holy Week

1. **PALM SUNDAY—8:30 A. M.** Half-hour service of the Grace Evangelical United Brethren Church, presented live from the WGN-TV studios.

2. **PALM SUNDAY—11 A.M. to 12 NOON.** Remote telecast direct from the First Baptist Church of Evanston, Illinois.

3. **HOLY SATURDAY—11:30 P. M. to 1:30 A. M. SUNDAY.** Easter Midnight Mass direct from Christ the King Roman Catholic Church.

4. **EASTER SUNDAY—8:30 A. M.** Half-hour Easter morning service from the Hinsdale, Illinois, Seventh Day Adventist Church featuring adult and children's choirs.

5. **EASTER SUNDAY—11 A. M. to 12 NOON.** Live remote telecast from the Episcopal Cathedral of St. James, Chicago, The Reverend Bishop Gerald Francis Burrill, presiding.

6. **EASTER SUNDAY—7:30 P.M.** Jewish high holiday religious program presented by the Chicago Rabbinical Association, live in the WGN-TV studios.

WGN-TV Channel 9

441 N. Michigan Ave., Chicago 11, Ill.

Chicagoland

Fourteen special Easter messages broadcast over WGN-Radio

1. PALM SUNDAY—11:55 A.M. "Time to Reflect." Palm Sunday message by the Reverend Peter J. Powell, rector of St. Timothy's Episcopal Church.

2. PALM SUNDAY—1:00 P.M. Services in observance of the centennial of the First Baptist Church of Evanston, Illinois.

3. MONDAY—11:55 A.M. Speaker: The Reverend Emerson S. Colaw, minister of Edison Park Methodist Church.

4. TUESDAY—11:55 A.M. Speaker: The Reverend Wilfred E. Borne, pastor, Foster Park Baptist Church.

5. WEDNESDAY—11:55 A.M. Speaker: The Reverend John Banahan, diocesan priest, director of radio and television, Catholic Archdiocese of Chicago.

6. THURSDAY—11:55 A.M. Speaker: The Reverend Wilfred E. Borne, pastor, Foster Park Baptist Church.

7. FRIDAY—11:55 A.M. Speaker: The Reverend C. J. Curtis, pastor, Bethel Lutheran Church.

8. SATURDAY—11:55 A.M. Speaker: The Reverend Peter J. Powell, rector of St. Timothy's Episcopal Church.

9. EASTER SUNDAY—11:55 A.M. Speaker: The Reverend Charles A. Williams, minister, Westminster Presbyterian Church of Skokie, Illinois.

10. GOOD FRIDAY—12 NOON to 3 P.M. Subdued, meditative music and a reading of the Seven Last Words of Christ.

11. HOLY SATURDAY—11:30 P.M. Easter Midnight Mass from Christ the King Roman Catholic Church. (Simulcast).

12. EASTER SUNDAY—1 to 2 P.M. Services from Rockefeller Memorial Chapel, University of Chicago.

13. EASTER SUNDAY—8:05 to 9:00 P.M. "The Triumphant Hour," dramatizations bearing on the mysteries of the rosary.

14. EASTER SUNDAY—10:30 to 11:00 P.M. "Family Theatre," dramatization of the modern way to the cross.

WGN Radio 720 on your dial

441 N. Michigan Ave., Chicago 11, Ill.

OPEN MIKE CONTINUED

decided to make a drastic change in format. We "clammed up" our disc jockeys and disallowed the empty-headed chatter, limiting their talks to well presented commercials, news on the hour and public service announcements interspersed with tuneful middle-of-the-road music throughout the hour.

After three months we ordered a Pulse survey and held our breaths. The results amazingly justified the change. Our conclusion is that disc jockeys, except for the few top-ranking and highly-paid showmen working in the larger metropolitan markets, are audience killers unless controlled.

Arthur Barry Jr.
President
WEOK Poughkeepsie, N. Y.

KYME's Proper Ownership

EDITOR:

You note that Roger Hagadone owns KYME Boise, Idaho in reference to awarding ch. 6 in Nampa to Mr. Hagadone's firm, Radio Boise Inc. [CHANGING HANDS, March 31]. Mr. Hagadone does not own KYME and has no interest in this station. The station is solely owned by Keith E. and Ellen D. Patterson.

Keith E. Patterson
KYME Boise, Idaho

[EDITOR'S NOTE—Error stemmed from use of outdated files which failed to show that the Pattersons purchased KYME last fall.]

Smiling Irishman Beams

EDITOR:

The Emmy awards coverage [AWARDS, March 17] was terrific.

Ed Sullivan
Academy of Television Arts & Sciences
New York City

Wants Market Radio Costs

EDITOR:

We would like very much to have a dozen reprints of the Katz Study of radio spot costs [BROADCASTING, Dec. 16, 1957].

A. L. Pierce
Sales Mgr.
KWFT Wichita Falls, Tex.

IN PUBLIC INTEREST

RADAR REFORM • WSAI Cincinnati's editorial broadcasts have been credited as a force in reforming the use of radar traps by the Cincinnati police department. The editorial pointed out that although a sign is always posted when radar is in use, frequently the sign is not noticed and the police officer is deliberately hidden behind a bush or billboard. In addition the editorial stated that catching the law-abiding driver who inadvertently exceeded the posted limit by only a mile or two an hour smacks of the old game of "cops and robbers."

Advance notice was given the police department of the station's concern. Police officials agreed to provide WSAI with a daily report of the location of radar operations after which the station editorialized that this broadcast service would deter speeders.

GOAL SURPASSED • The eighth annual campaign of the Radio-Tv-Recording and Advertising Charities of Hollywood (RTRA) topped its 1957-58 goal of $250,000, George Gobel, campaign chairman, announced. Funds collected under the RTRA one-solicitation-a-year formula are being distributed to Community Chest, American Red Cross, City of Hope, American Cancer Society, American Heart Assn., YMCA and United Cerebral Palsy. RTRA President Ben Alexander has set the annual meeting for May 15, when new officers and a new board will be elected to serve for the following year.

SEVEN-DAY APPEAL • WBSM New Bedford, Mass., conducted a seven-day appeal for food and clothing to aid the residents of Biddeford and Saco, both Maine, where factory shut-downs and prolonged unemployment have left workers in need of more assistance than welfare offices can offer. The campaign netted more than five tons of food and clothing.

IDENTITY FOUND • WBZ-TV Boston's news department, at the request of Brookline police, asked listeners to help identify an auto accident victim. Within 10 minutes after the item was broadcast police reported that someone identified the person after hearing the newscast.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

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*Reg. U. S. Patent Office

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Louisville's FOREMOST and BEST KNOWN FIGURE

Fisbie

WHAS-TV

Viewers recognize FISBIE as the symbol of WHAS-TV . . . Foremost in Service, Best in Entertainment. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

Just as FISBIE symbolizes excellence to the viewer, he should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

Foremost In Service—
Best In Entertainment!

WHAS-TV CHANNEL 11 LOUISVILLE, KY.
316,000 WATTS—BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

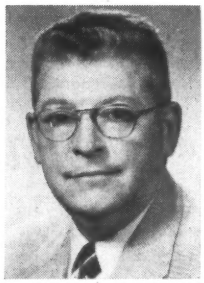
* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Perry LeRoy Shupert



CALLING on Perry Shupert at Miles Labs is strongly reminiscent of dropping in at the corner apothecary in Hometown, U. S. A. An office visitor in Elkhart, Ind., is confronted with a six-shelf display of leading proprietary and toiletry packages (Miles and others) which speaks eloquently of his deep-rooted interest in pharmacy.

As vice president in charge of sales and advertising at Miles, Mr. Shupert is responsible for administering these and related (merchandising, planning, distribution, marketing) activities of one of radio-tv's best customers. Claiming worldwide sales of over $50 million, Miles today spends a cool $12 million in broadcast media. Last year in tv, it allocated $5 million for spot (ranking ninth among national advertisers) and $6 million-plus for network; the remainder went into national and regional radio network. All told, radio-tv accounts for about "the biggest slice" of Miles' current advertising melon (estimated to be somewhat under $20 million).

The corner drug store was more than a passing fancy in Mr. Shupert's youth. Born Perry LeRoy Shupert in Goshen, Ind. (Aug. 3, 1908), he spent his boyhood in Chicago. With several family moves, young Perry attended 13 different grade schools before graduation and worked as a delivery boy for the Walgreen drug chain. After his family moved to Michigan City, he bought himself a window-trimming business and serviced stores in South Bend (where he was graduated from South Bend High), Elkhart, Niles and other communities. He gave it up in 1926 and two years later was hired by Walgreen in Chicago to work in its merchandising and decorating department, helping open new stores throughout the midwest. (He also attended Lake View High School in Chicago and South Bend Business College.)

Mr. Shupert started with Miles in 1931, installing Nervine window displays and putting up road signs in Indiana, Michigan and Wisconsin. When a Miles Chicago salesman broke an ankle, Mr. Shupert capably sold Alka-Seltzer and later was assigned to open Miles' first branch office there as division manager in 1935. While there he took night classes in retail advertising, psychology and other courses at Northwestern U.'s downtown Commerce School from 1938-40. On Oct. 1, 1942, he was transferred to Miles' Elkhart headquarters as assistant sales manager. He was promoted to sales manager on Jan. 1, 1944; to vice president-U. S. sales on Jan. 1, 1950, and to vice president, sales and advertising, on Jan. 1, 1952.

UNDER Mr. Shupert's guiding hand, Miles' sales and advertising activities have shown rapid growth. He opened branch offices in major cities and increased the sales staff from 42 to 101 salesmen. Miles' well-known policy of sticking with broadcast properties through complete cycles; its careful appraisal of broadcast buys for diversified audience appeal; its heavier reliance on tv to tell the story of Alka-Seltzer, One-A-Day vitamins and Bactine—all these bear witness to the Shupert administration. He also is credited with naming "Speedy Alka-Seltzer."

At one time heavy on top-rated radio shows (*National Barn Dance, Quiz Kids, Curt Massey and Martha Tilton, Uncle Ezra, Morgan Beatty and the News* and *One Man's Family*), Miles swung the air pendulum to tv a few years ago, placing over 90% of its broadcasting monies in that medium. Miles' lineup this season includes co-sponsorship of *Broken Arrow* and *Wednesday Night Fights*, both on ABC-TV (it also has co-sponsored championship fight broadcasts on CBS Radio, viz., the last Robinson-Basilio match), plus participations on the *Mickey Mouse Club* (just renewed along with the televised fights on ABC-TV) and an NBC-TV block of *The Price Is Right, Queen for a Day, Comedy Time, Truth or Consequences* and *It Could Be You*. Miles also sponsors newscasts on the Don Lee network.

Mr. Shupert summarizes Miles' broadcast advertising philosophy as one seeking "frequent impact, with emphasis on cost-per-thousand, and programs with varied audience appeal, among children, housewives and men." He adds, "Miles also has long maintained a policy of staying with its properties, never less than 52 weeks." With the bulk of money in television, Mr. Shupert raises a common client concern over "increased cost" of spot as a "problem."

In his position, Mr. Shupert works closely with Miles' agency (Geoffrey Wade Adv.). The preliminary budget is based on sales and marketing research department recommendations and submitted to an executive committee comprising Charles S. Beardsley, board chairman; Walter R. Beardsley, president; Edward H. Beardsley, executive vice president; Franklin B. Miles, treasurer and director, and others.

Mr. Shupert is board chairman of the Sales & Executives Club of St. Joseph's Valley and member of the Advertising Federation of America's legislative committee. Gifted with a flair for showmanship, he's in demand as a speaker at functions of the National Wholesale Druggists Assn., Federal Wholesale Druggists' Assn. and state pharmaceutical groups.

Mr. Shupert married his wife, Florence, in 1933; they have a son, Thomas, 22.

ANGELENOS

ARE DIFFERENT...

They're more TV-minded. There are 1,701,700 television homes in the Los Angeles Metropolitan Area*—a way-above-average penetration of 84%! And that doesn't count the country-leading percentage of second sets—playroom, poolside, patio, and portable—owned by Angelenos!

SO IS KRCA! It's the one station with a view to the way Angelenos look. That's why ROBERT HALL CLOTHES, INC. used KRCA *exclusively* to make their first big sales impression in Television-happy Los Angeles. **KRCA CHANNEL 4 • LOS ANGELES—SOLD BY NBC SPOT SALES**

*Los Angeles and Orange Counties. Altogether, KRCA sells in 2,300,000 TV homes in *five* Southern California counties.

Coming Soon
To
Television

Paramount Pictures

*PRE '48

From **mca tv**

WBEN-TV
11:30 THEATRE
nightly

the best spots for YOUR spot

When budget is the consideration, consider this: "Your TV Dollars Count for More on Channel 4." This has been the buy-word in Buffalo since 1948 when WBEN-TV first pioneered television in Western New York.

And if picking spots for a spot-campaign is your current concern, "spot" judgment again dictates WBEN-TV, particularly in our two top-movie programs. Both enjoy the highest popularity in their respective time slots. Women — and plenty of them — enjoy our MATINEE PLAYHOUSE. Adults — and plenty of them — make it a point to see our 11:30 Theatre.

There's a good spot for you on these "good buys" in Buffalo. HARRINGTON, RIGHTER and PARSONS, our national representatives, will be Johnny-on-the-spot when you call them for details.

WBEN-TV
MATINEE PLAYHOUSE
1:00 — 1:45 pm
Mon. thru Fri.

WBEN-TV ch. 4
CBS in Buffalo

pioneer station of Western New York

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 15 APRIL 14, 1958

IBEW STRIKE HOBBLES CBS NETWORKS

- **Loss of 1,300 technicians hinders but doesn't halt broadcasts**
- **Hope for settlement comes as parties agree to resume sessions**

The broadcasting industry's most widespread national strike hit CBS and 11 of its owned radio-tv outlets last Monday when 1,300 members of the International Brotherhood of Electrical Workers walked off their jobs.

Hopes for a settlement rose late Thursday when IBEW International headquarters reported a meeting was arranged for last Saturday morning in Washington between CBS, IBEW International officials and representatives of eight locals at network's radio and tv stations. A representative of the Federal Mediation & Conciliation Service also will attend.

With 300 non-union employes on duty, there was a minimum dislocation of tv programming, virtually none of radio. At outset of the walkout Monday several live programs were cancelled and during the week some dramatic presentations from Hollywood were replaced by kinescopes. Officials expressed confidence they would be prepared to carry on an uninterrupted schedule this week.

The break in the impasse, leading to setting up Saturday's session, was preceded by three days of conciliatory efforts by leaders of three other broadcast unions and by New York City's labor commissioner's office.

The walkoff was the culmination of almost three months of negotiations by IBEW to formulate a new contract to replace the one which expired Jan. 31. Talks began in Washington in mid-January, were recessed Jan. 31 and resumed from time to time until April 4.

There was some confusion as to the main cause of the strike. New York Local 1212, which has a membership of about 800, insisted the principal issue was "job security." CBS claimed the main issue was wages.

A statement by William C. Fitts Jr., labor relations CBS vice president, issued a few hours after the walk-out began Monday at 1 P.M., said:

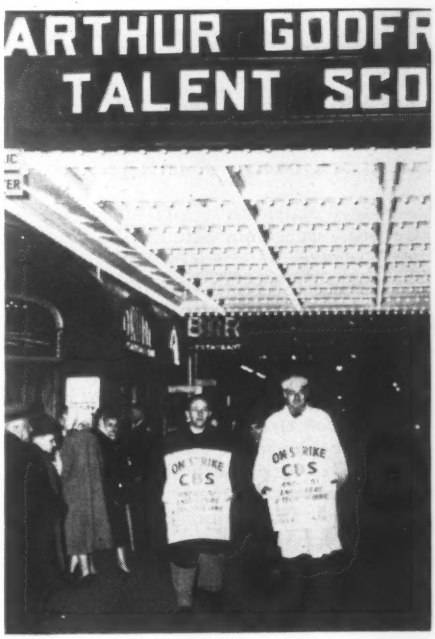
"The strike has been called despite the union's commitment to the Federal Mediation and Conciliation Service that there would be no work stoppage pending a ballot to be conducted by an appointee of the service.

"An emergency plan has been put into operation which will permit the CBS radio and television networks to continue broadcasting. Every effort will be made to carry as much of the regular program schedule [as possible] under the circumstances.

"The striking technicians have been offered the most generous contract in the broadcasting industry [box, page 34]. Under the terms of this offer, base pay after three years of service would be $185 a week, and the average annual pay and overtime for a majority of these technicians would exceed $10,000 a year. Such benefits as four weeks of vacations after 15 years employment also are included.

"The new contract would provide a 7% increase over a 2½-year period, resulting in additional total cost to the company of $1 million or more than $1,200 per man."

Charles A. Calame, business manager of Local 1212, said the union was battling for "job security because of the threat of automation." Another demand he termed "a must" was "a real clarification of work jurisdiction over video tape." (The International Alliance of Theatrical Stage Employes has challenged the authority of the so-called "electrical unions" [including IBEW and the National Assn. of Broadcast Employes & Technicians, which has jurisdiction at ABC and NBC] on video tape.) A secondary issue, according to Mr. Calame, is whether 45 electricians working at CBS Labs in New York will remain under the union's jurisdiction when the laboratories move shortly to Stamford, Conn.



The deep concern over a protracted strike was reflected in the actions of three broadcast unions—the American Federation of Television & Radio Artists, the Radio & Television Directors Guild and the Writers Guild of America (East)—which urged that the network and Local 1212 "get together" in an effort to break the deadlock. A similar plea was voted by Harold A. Felix, city labor commissioner in New York, who suggested that a meeting be held under the auspices of his office. Mr. Calame accepted both offers but Mr. Fitts declined, explaining:

"I believe that you understand that this situation is complicated by the fact that we have a national agreement which covers television stations at New York, Chicago, Los Angeles, Milwaukee and Hartford and radio stations at New York, Chicago, Los Angeles, Boston, St. Louis and San Francisco. The agreement always has been negotiated by a committee including a representative of the international office and representatives of each of the eight locals involved. Each of the prior agreements always has been signed by the international office and by each of the eight locals.

"Accordingly there is a serious question as to whether any negotiation with Local 1212 alone is proper. I feel that it is probably essential that an effort be made to make sure that if any meetings or discussions are opened up, all of the interested parties are represented."

Mr. Fitts' position was, in effect, supported later by IBEW headquarters which notified newsmen that, contrary to press reports, no IBEW local is empowered to make a settlement. This was an apparent

TEXT CONTINUES *page 34*

▲

This is what IBEW members were doing last week

To see what was happening inside, turn the page ▶

TECHNICAL CREW on *Love of Life* takes a breather after an episode of the daytime serial last week. Seated (l to r): Leonard Serowitz, artist in sales promotion (on duty as utility man); Clifford B. Mandell, press representative (cameraman); Robert Arthur, assistant to producer of *Ed Sullivan Show* (audio engineer); Emil Poklitar, musical clearance department (video man); Tom Needham, music clearance (sound effects); Robert Davis, Spot Sales research director (cameraman); Al Schneider, assistant to CBS-TV President Lou Cowan (cameraman). Standing (l to r): Robert Martin, casting director (cameraman); John W. Wiedmer, salesman, CBS-TV Film Sales (boommike); Larry Lowenstein, director of press information in New York (boommike) and W. Hianemeyer, operations supervisor (control room). The variety of occupations on this show was typical of last week's CBS-TV operations.

AMATEUR NIGHT (AND DAY) AT CBS

CBS "technical crews" last week looked like a volunteer fire company with a whole town full of fires.

As manfully as they could they merged the skills of salesmen, publicity men, accountants and a dozen other non-engineering occupations, hopping from one place to another to keep the shows coming off on schedule from more than a dozen studios.

That was the situation in New York, where for the duration of the IBEW strike (see page 31) some 300 CBS television and radio executives and supervisory personnel were doing the work of approximately 800 striking engineers. On varying scales the scene was duplicated in Hollywood, Chicago, San Francisco, Boston, Milwaukee and Hartford, where 500 other IBEW members also were out.

The crews of non-engineering engineers had been on emergency alert for two days when the strike broke last Monday. When negotiations with the union's headquarters in Washington began crumbling the Friday before, assignments were made up and the supervisory people were told to stay within telephone reach from Saturday on.

The break came at 1 p.m. Monday. News of it reached CBS-TV's new president, Lou Cowan, at a luncheon the network was putting on to enable him and newsmen to become better acquainted. Though not by design, it probably was the plushest setting a network ever used to announce that it had just been struck.

The announcement didn't break up the luncheon, but it sped several members of the CBS-TV press department to the waiting buffet to pre-fabricate quick sandwiches before they scurried off to pre-arranged assignments as mike boom operators, utility men and whatnot.

The substitute engineers were not entirely unprepared. As all networks do from time to time, CBS sent some 300 of its executive and supervisory people to "school" last fall to learn about camera work, audio work, switching, handling boom mikes, cables and the like. The teachers were CBS supervisory technicians. But the students had to fit their schooling into their regular duties, and many got considerably less than the maximum 18 hours of instruction they were supposed to get. Authorities estimated last week that the average got 12 hours or less.

Fluffs were to be expected, and fluffs there were—although not nearly so many as officials apparently had expected. Cameras didn't always pan exactly on cue; when an announcer was supposed to be on camera, ready to display the sponsor's product, the camera brazenly exposed a helper on the floor handing the product up to him. At least one commercial, on a New York local show, was run twice without interruption.

One director told of the difficulties of having a still photographer acting as a tv cameraman. Out of a professional lifetime of habit he insisted on composing his shots the way he thought they ought to look and only reluctantly would pan according to cue. Another cameraman, told to pan to one side, reportedly waved at the actor instead, signalling him to move in front of the camera.

The makeup department, according to an-

TECHNICAL DIRECTOR on *Search for Tomorrow:* Herman Glazer, senior unit mgr.

CAMERAMAN on *Love of Life* was Al Schneider, assistant to CBS-TV president.

UTILITY MAN—possibly the best dressed to hold that job in television history—was Warren Harr, whose regular position is manager of scenic design. Here he keeps cable out of camera's way on set of *Search for Tomorrow.*

BOOM MAN on daytime serials last week was Larry Lowenstein, CBS-TV director of press information in New York.

other report, added a shoeshine boy to its staff for the Arthur Godfrey tv show—in case the fill-in cameraman cut off their heads and showed their feet. Another developement in the Godfrey camp had one of the substitute cameramen, a CBS staff photographer in real life, rolling a tv camera with one hand and shooting still publicity pictures with the other. On a Godfrey radio show, meanwhile, substitute technicians picked up applause from another studio.

But on the whole, at least as of late last week, things were going smoothly enough that the audiences of many shows detected nothing amiss. Officials were especially pleased with the production of *U. S. Steel Hour* Wednesday night. After that, there was talk of sending an "executive camera crew" to the West Coast to handle *Studio One* live if the strike lasts that long.

The men handling these unfamiliar chores came from virtually every department of the network except labor relations, which was busy with problems of its own. Among the areas represented: purchasing, accounting, real estate, sales, CBS-TV Spot Sales, Film Sales, traffic, casting, press information, station relations, program promotion, advertising, research and business affairs. Technical operations supervisors, of course, were key figures.

Commanding generals for Operation Strike, operating on the New York front, were Edward L. Saxe, tv operations vice president, and Davidson Vorhies, director of technical operations for the radio network.

While the first duty of the substitute technicians was to keep the shows on the air, their regular duties could not be forgotten. (Bob Martin, Marc Merson and Eddie Blum of the casting department were reported to have cast this week's *Verdict Is Yours* during commercials on *Arthur Godfrey Time,* where they were filling in on cameras and sound.)

Heads of departments were at their desks as usual (except longer, in most cases); secretaries were on hand, and no department had all of its supervisory and executive people out on technical work at one time. Thus fundamental business kept moving.

Officials tried to arrange things so that people on technical assignment would have as little regular work to do as possible, and to keep their hours down. On the average it was estimated the work day was running about 12 hours, but often it was longer. Hotels near 485 Madison Ave. headquarters found new business; several executives said they had been away from home as long as four days.

Perhaps a typical schedule was that of Harry J. Feeney, CBS-TV business news manager. Assigned to *As the World Turns* as a utility man, he worked on that half-hour show from 8 a.m. until it went off the air at 2 p.m., checked into his office to catch up on regular work and finally got away in early evening. On Friday morning he was scheduled to report at 5:15 a.m. to get ready for the *Sunrise Semester* local show at 7-7:30, then after a 30-minute break, check in at another studio 25 blocks away for the 8-2 stint on *World Turns.*

Distinguishing feature of the whole operation, aside from a sort of organized disarray, was the high good humor of the temporary technicians. They obviously were intent upon turning in the best jobs they could, but for the most part it was clear they were loving every minute of it.

Even the performers got into the swing. One actress, walking up to a group of new faces, deadpanned: "Which one of you is Mr. Paley?"

reference to Local 1212's willingness to meet with labor commissioner Felix.

Throughout the week there were reports of maneuvers by both CBS and Local 1212 to bring pressures to bear for a settlement. The network sent a letter to each striking employe, outlining in detail the proposals of its final contract offer. IBEW was understood to be miffed by CBS' avoidance of "channels of communication."

Local 1212 sent telegrams to the leading advertising agencies in New York, asking their "cooperation" in the dispute by "the withdrawal of all programs from CBS." It added that "when we return to CBS, we shall amply demonstrate to those who cooperate with us now our gratitude and thanks in no uncertain way."

A CBS official said the network carries no insurance against disruption of its programming, except for its *Baseball Game of the Week*. He said the network had not computed the cost in rebates to advertisers stemming from the outright cancelation of programs and the fluffs in some commercials, largely during the first day.

An IBEW official challenged the view expressed by many network executives on the "good" quality of tv production after the first day. He claimed that directors on many of the tv shows were "exasperated" by the ineptness of supervisory personnel handling the technicians' assignments. He acknowledged that production was "fair" but said this was because the directors necessarily are "shooting it tight, restricting mobility and scope."

A network spokesman reported that only on Monday were live programs cancelled and not replaced with a kinescope of the same show. The cancelled programs were Art Linkletter's *House Party* (2:30-3 p.m.), sponsored by Standard Brands and Campbell Soup Co., and *As the World Turns* (1:30-2 p.m.), with 15 minutes of the program sponsored by Procter & Gamble. In their time slots, the network carried a half-hour anthology of filmed programs. The spokesman said that CBS-TV would reimburse the advertisers for the cancelation but could not specify the returnable sums.

Programs that used kinescopes of earlier presentations included *Studio One* (Mon., 10-11 p.m.), which carried "The Deaf Heart" in place of "The Enemy Within"; *Beat the Clock* (Tues., 2-2:30 p.m.), and *The Red Skelton Show* (Tues., 9:30-10 p.m.); *Climax!* (Thurs., 8:30-9:30 p.m.), which telecast "Home Call for Matthew Quade" in place of the scheduled "Volcano Seat"; *Playhouse 90* (Thurs., 9:30-11 p.m.), which substituted a 90-minute film drama, "The Dungeon" (originally planned for this coming week), in place of the live "Rumors of Evening."

It was pointed out by a CBS-TV official that on Wednesday, the hour-long live presentation of the *U. S. Steel Hour* (10-11 p.m.) was telecast "without any difficulty at all." He explained that the network deemed it wise to forego live telecasting of *Climax!* and *Playhouse 90* on Thursday because these programs originate in Hollywood. Network personnel there, he continued, have not had "the extensive training" that employes in New York have had, and the supply of available workers there also is limited because a larger percent belong to the union. He indicated, however, that these telecasts will be attempted this week and the network plans to program its regular schedule without substitutions, assuming the walkout continues.

CBS-TV's plans were to proceed with live out-of-the-studio pickups of the Edward R. Murrow *Person-to-Person* program Friday night (10:30-11 p.m.), although a network official acknowledged the program could prove to be "a challenge" to the substitute personnel. Although CBS-TV was scheduled to telecast a baseball game between the New York Yankees and the Philadelphia Phillies on Saturday afternoon, the network was undecided whether to proceed with the arrangement or present a game from another city.

CBS-TV officials said the eventual cost to the network for programs that used kinescopes in place of the scheduled shows would be "nominal." Unlike cancelled programs, the kinescopes contain commercials for the advertiser.

A spokesman for the CBS-TV Owned Stations Div. said only a few local programs were cancelled and film shows substituted. Present plans, he added, are to abandon some of the live shows scheduled over the weekend (when a larger proportion of shows are live) and utilize film.

On the five CBS-owned tv stations affected by the strike, the official reported, there have been instances of station breaks and some program announcements either eliminated or garbled. In these eventualities, he said, the station will act as it normally does in cases of missed commercials—give the advertiser "time credit."

CBS Radio reported that programming continued uninterrupted on the network and on the owned stations, with "only a few, slight miscues."

The network's owned outlets in St. Louis, KMOX-AM-TV, did not participate in the strike. It was reported that IBEW members there felt there should have been a ballot before strike action was implemented.

In Chicago 110 members of IBEW Local 1220 walked off their jobs at 12:05 p.m. (CST) Monday, cutting off a local news program on WBBM-TV. CBS Chicago promptly pressed an emergency plan into operation, losing only about five minutes air time.

WBBM-TV called on a pool of 585 employes to man technical posts.

H. Leslie Atlass, CBS vice president in charge of the Central Div. and general manager of WBBM-AM-TV reported members of other IBEW locals, including three house electricians from Local 134, had refused to cross picket lines, stationed in the front and side of CBS Chicago headquarters at 630 N. McClurg Court. Ten painters walked out Monday but returned the following day, he added, while 30 members of IATSE also declined to enter the CBS plant. Later, two IBEW technicians crossed the line and returned to their jobs.

Frank Atlass, WBBM-TV program di-

WHO'S OUT, WHO'S IN

On strike: Cameramen, video men, audio men, master control engineers, projectionists, boom operators, cable men, transmitter engineers, shaders, technical directors, film editors, construction engineers. At work: such technical and semi-technical jobs as stage hands, lighting directors, staging directors, carpenters, set decorators and scenery painters.

THE MONEY ISSUE

This is a breakdown of the finances involved as outlined by CBS:

Cost to CBS of salaries and benefits to IBEW employes (approx. 1,400) for 2½ years, Feb. 1, 1958 to Aug. 1, 1960:

Current rate: $29,030,846 in salaries and $146,000 in contributory life insurance payments (total) $29,176,846.

Last CBS proposal: $30,792,656 in salaries and $280,000 in 100% completely paid life insurance (total) $31,072,656.

Last IBEW proposal (4/4/58): $32,681,038 in salaries and $280,000 in 100% completely paid life insurance (total) $32,961,038.

In percentages: final CBS proposal would give IBEW a 6.5% increase. Final IBEW proposal would give IBEW a 12.97% increase.

WATCHING & WAITING

Interested observers of IBEW's dispute with CBS are members of the National Assn. of Broadcast Employes & Technicians, who last Thursday sent reports to the international office in New York detailing why they rejected an offer by NBC and ABC.

A spokesman for NABET International said reports from its locals would be studied and evaluated and by next week NBC and ABC would have a consolidated report of the local's attitude. The network and NABET International reached an agreement Feb. 1 [PERSONNEL RELATIONS, Feb. 10] but this proposal failed of ratification by the membership. A new meeting is expected to be arranged after the networks have studied NABET's report.

NABET members, numbering 1,600 at NBC and 800 at ABC, are understandably interested in the IBEW strike. The outcome there conceivably could have some bearing on the final contract proffered by NBC and ABC. Although the unions are rivals, feeling ran high among some NABET members last week for support of the IBEW strikers. A spokesman at NABET headquarters acknowledged there was considerable talk about joining IBEW strikers on picket duty and setting up a strike fund. But he emphasized that, officially, NABET has taken no position in the matter.

rector, commented: "We have found that we can train office people in an hour to fill in for those out on strike." He added that the replacements "will do better" with passing time until the strike is settled.

Marvin W. Balousek, president of Local 1220, said, "We can't do anything about the crossing of our picket lines, but we resent members of other unions doing our work."

Mr. Balousek later charged in telegrams to the Senate Rackets Committee and certain senators that Fifth Army personnel were acting in a police capacity, "armed and unarmed," around CBS Chicago's plant. The charges were denied by John R. Davis, president of Prevention Inc., which supplies guards to CBS under contract. He said seven military persons have been serving as part-time employes during off-duty hours for security reasons. CBS has maintained guards since it moved into the building last year. The wires were sent to Sens. Paul H. Douglas (D-Ill.), Everett M. Dirksen (R-Ill.) and Hubert Humphrey (D-Minn.).

Emmy Move Sidesteps NBC-TV's Labor Issue

While CBS was doing battle with the unions, NBC-TV last week deftly avoided eruption of a jurisdictional dispute by switching locale of the Academy of Tv Arts & Sciences (New York) "Emmy" award ceremony from the Seventh Regiment Armory on Manhattan's Upper East Side to Studio 8 H in Radio City. By so doing, it made sure that the New York origination part of the Emmy program will come off as scheduled.

But the network would not admit that the knotty labor relations problem of who handles what and where on tv remotes was responsible for this sudden and unexpected action, taken less than a week before airtime. NBC-TV's official position: The block-long armory proved to be "unwieldy" for telecast purposes and the move "back home" would result in "a better show." Whatever the critical reaction tomorrow (Tuesday) night, it will be a less costly show for ATAS, which will save the $1,500 it would have had to pay New York State for use of the armory. Costs of striking the elaborate Armory sets (worked out over a six-week period) and shuttling them back to 8 H will have to be absorbed by NBC-TV.

While network spokesmen denied the unions had more or less dictated its choice, union officials were quick to point out that it was, indeed, their joint positions that had "forced NBC's hand." The National Assn. of Broadcast Employes & Technicians, assigned to provide cameramen to the remote, refused to "cover" unless it also was assigned lighting responsibilities. Opposing NABET was Local 1, International Alliance of Theatrical Stage Employes, which claims it has jurisdiction over all lighting of "theatrical remote telecasts." To avoid a strike and acquiesce to NABET's demands, NBC-TV shifted the entire extravaganza (including sidebar cocktail party, banquet and dancing events) to the entire 8th floor of the RCA building. IATSE members also will have a part in the program under new arrangements, handling props and scenery while NABET members take on cameras and lights.

The alternative—that of chancing it at the armory—might have been costly. The program involved: (1) a coast-to-coast hookup, (2) a Los Angeles origination, and (3) two national advertisers — Procter & Gamble (Lilt) and General Motors (Pontiac).

The new lcation is "somewhat smaller" than the armory. In addition to presenting 11th hour production problems for the staff, it may also "make things a bit crowded," according to one ATAS official. However, both NBC and ATAS are hopeful of accommodating the entire 1,500 guests. Unchanged: the location in Los Angeles, still the Cocoanut Grove of the Hotel Ambassador.

There were several other problems facing the producers of tomorrow's program. Desi and Lucille (Ball) Arnaz were originally scheduled to participate in the entertainment portions but were asked to drop out at request of their tv sponsor, Ford Motor Co., and its agency, J. Walter Thompson Co. Reason: The Arnazes are to appear tonight (Monday) in a Ford-sponsored *Desi and Lucy Show*; both advertiser and agency found it unwise to allow them to appear on a program 24 hours later sponsored, in part, by a rival automaker even though NBC officials had suggested that Desi and Lucy appear during the P&G portion.

Ford had no objection—as it once did—to the appearance of Ed Sullivan, whom it sponsors for Mercury on CBS-TV. Mr. Sullivan, who will appear on the Pontiac half as well as Lilt's portion, happens to be president of ATAS.

ADVERTISERS & AGENCIES

HEAVY ANTI-RECESSION SALVO SET

To "restore confidence in a growing America" and thus help stem the tide of recession, the Advertising Council last week detailed its plan to expose the nation-at-large to some $1.5 million worth of public service advertising. The four-month long advertising-public relations campaign envisioned by the Ad Council and its volunteer members—advertisers and agencies—will get under way later this spring with a heavy barrage of tv-radio spots as well as concentrated print media efforts.

According to General Foods Corp. President Charles G. Mortimer, co-chairman of the Council's Industries Advisory Committee (comprised of such industrialists as American Gas & Electric Co. President Philip Sporn, ESSO Standard Oil Co. President Stanley C. Hope, banker Sidney J. Weinberg of Goldman, Sachs & Co.), there is no such thing as "recession." He calls it "the current negative attitude," and admits that "by no stretch of the imagination do we think we can turn the tide only through advertising." But, he thinks, saturation advertising may change the climate of public opinion. The slogan to be used throughout the run of the campaign is "Your future is great in a growing America."

On or after May 1, the Council will blanket the nation's radio-tv stations with special anti-recession kits, radio transcriptions and tv films—animated and live action—produced by McCann-Erickson, New York, the volunteer agency and Academy Pictures Inc., N. Y. Some $15,000 in actual cash outlay will go toward paying for production of broadcast and print ads, according to Mr. Mortimer, "but we figure that for every dollar actually spent, we get a return of $100 in free media."

Still to be determined is whether the Ad Council will yank its "allocations" of time in network programming, scrapping the usual quota of anti-polio, highway safety and forest fire messages usually slotted during the spring and summer.

Mr. Mortimer, in stating that it is "not an exaggeration to say that recessions begin and end in the minds of men," said that as far as GFC was concerned, 1957-58 has so far proven to be a banner-year in sales and profits. The quarter ending March 31, he declared, was "the best in the company's history." GF, according to Mr. Mortimer, views the future with "great confidence," will up its capital expenditures this year from $26 million ("then we thought we had reached our peak . . .") to $30 million, will increase research expenditures for fiscal 1959 by some 35% above those for fiscal 1957.

Meanwhile, one of the Ad Council's cooperating organizations, Advertising Federation of America, announced last week that advertising's important role during the current economic slump will be emphasized during the 54th annual AFA convention, June 8-11, in Dallas. AFA President James C. Proud expects the convention to draw 1,000 advertising, media, agency and graphic arts executives.

Said Mr. Proud: "Advertising practitioners know from their experiences during the recession of 1954 that increased advertising and 'hard sell' can reverse a recession."

AFL-CIO Budgets for Radio-Tv

Radio and television are slated for some $700,000 of a $1.2 million advertising budget for the AFL-CIO, it was reported after a meeting of a union public relations subcommittee last week. Preliminary broadcast allocations: Radio: $400,000, with a possible substitution of multiple five-minute news shows for the two daily AFL-CIO newscasts currently sponsored on ABN. Television: $260,000-300,000. Locals may be asked to provide money for additional tv shows of their own. Public relations promotion and supervision: $240,000-300,000.

PGW HAS PRESCRIPTION FOR SALES

Words with a backdrop of music and sound effects do a workhorse job of selling the national advertiser's wares.

This essentially is what Peter, Griffin, Woodward Inc., station representative, has in its new spot radio presentation for advertiser and agency, "Decision Makers." It was shown to newsmen in New York Thursday morning.

It is different, too. The presentation is pruned of statistics, using the sound of radio to dramatize spot radio's sales effectiveness, and utilizes a device developed for table top or desktop use. Portable and housed in a hand-carried, middle-sized valise, the device is a combined opaque screen viewer and audio tape playback (using miniature tape recording repeater cartridges). The electronic package will be used for small groups (five or six persons at a time).

Vice President Robert H. Teter, PGW's radio director, explained the presentation was not for the timebuyer but for the media planner, the agency or advertiser executive who must decide on a primary advertising medium.

PLAYBACK PRESENTATION *is discussed by (l to r) Robert H. Teter, PGW vice president and director of radio; Russel Woodward, firm's executive vice president, and Lud Richards, PGW's manager of New York radio sales development.*

The presentation was run off by Lud Richards, manager of radio sales development in PGW's New York office. He supervised the writing and preparation of it by PGW research and promotion people.

Running time is 20 minutes. It is designed to create "objective" interest by "decision makers" on radio's potentialities as a basic advertising medium and dramatizes the ability of the medium to sell product ideas and to implant mental pictures of what the product can do in the "mind's eye."

At various points, the exposition takes issue with visual-only advertising, though competitive media references are used chiefly to demonstrate the following points: radio can "intrude" the product idea in areas inaccessible to other media; it creates the "most effective type of picture" in the mind by taking "the most direct route to the mind's eye" and achieves a "high degree of prior interest or familiarity."

The opaque screen viewer is used for the placement of print ads, while the tape repeater plays the radio spot commercials as well as the voice of an announcer who sums up various sales points. These sound and visual effects support the speaker.

Commercials used included Ralston's Rice Chex (demonstrated the use of sound effects); Pepperidge Farm (emphasized the creation of an effective mental picture); Listerine antiseptic (repetition of product and its use); Chock Full O' Nuts coffee (how advertiser built brand familiarity with radio as primary medium); Hit Parade cigarettes (overcoming a habit of using another product); Rheingold beer (obtaining prior interest and tie-in to print advertising).

Unusual in the presentation is the absence of a single statistic. But PGW is prepared. Should a decision maker ask about spot radio's economy, a few slides are ready showing cost comparisons in selected major markets.

Pittsburgh Broker Uses WEEP For Food Basket 'Silver Lining'

Edgar Silver, Pittsburgh food broker, is using a 26-week saturation schedule on WEEP Pittsburgh as the key component of "Operation Silver Lining." The promotion, originated by Jay Reich Advertising, Pittsburgh, was planned to give extra local impetus to national food advertising and since its inception Feb. 15 has yielded positive results.

Before enlisting 14 national food accounts as participants in "Operation Silver Lining," Mr. Silver signed with WEEP for saturation spots and merchandising support. Disc jockeys were briefed and given samples of products they would be selling. Stores were given brochures describing "Operation Silver Lining" and told they would be mentioned on the air in the product spots. WEEP advertised the campaign in a food trade publication. Key retailers got another reminder of the campaign when WEEP disc jockeys called at homes and offices with silver-lined Easter baskets full of the participating products.

At the half-way mark in the campaign, the Edgar Silver Co. is on its way to achieving the stated objective. The firm has added many distribution outlets for its food accounts and stores are reporting a marked reaction to the radio advertising. Many of the food accounts have shown interest in continuing the Silver Lining radio campaign past its first half-year on WEEP.

Silver products participating are Gorton's sea foods, ReaLemon products, Appian Way pizza mix, Spatini spaghetti sauce mix, Old Virginia jellies and preserves, Burgess sponges, Cadet dog food, Tabby cat food, Genusso frozen pizza pies, Royalty Fresh-Like pineapple, Deep Blue Natural Style tuna, Sugar and Spice baked ham glaze, Windsor toffee and Crystal Pure candy.

Compton Gets Schick Billing

Eversharp Inc., New York and Los Angeles, named Compton Adv., New York, to handle advertising for Eversharp Schick injector razors, with an approximate $1.5 million dollar advertising budget, effective immediately. Thomas A. Santacroce, vice president for Compton's west coast operation, will work directly with Patrick J. Frawley, president of Eversharp Inc. Olin A. Saunders, a Compton director, will supervise the agency's east coast operations with Thomas J. Welsh, executive vice president in charge of Eversharp's New York office.

Eversharp Inc. used a small radio spot schedule the early part of last year through Cunningham & Walsh but has not been active in television recently. C&W has had the account for the past three years.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,782,000 people in the U. S. over 12 years of age during the week Mar. 30-April 5. This is how they spent their time:

71.0%	(88,595,000) spent	1,662.0 million hours	WATCHING TELEVISION
57.5%	(71,750,000) spent	959.3 million hours	LISTENING TO RADIO
83.7%	(104,443,000) spent	403.6 million hours	READING NEWSPAPERS
30.8%	(38,433,000) spent	183.5 million hours	READING MAGAZINES
22.9%	(28,616,000) spent	318.5 million hours	WATCHING MOVIES ON TV
26.5%	(33,033,000) spent	129.4 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of April 1, Sidlinger data shows: (1) 107,687,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,714,000 U. S. households with tv; (3) 45,888,000 tv sets in use in U. S.

as impossible as trying to sell Portland without

KPTV *channel* 12 NBC

Best cost-per-thousand buy plus coverage and audience*—
that's why KPTV, Channel 12 is your MUST BUY media to sell the vast
Oregon and Southwest Washington market.

Oregon's FIRST Television Station • Represented Nationally by the Katz Agency, Inc. • *Schedule* KPTV **Portland, Oregon**

* Latest Telepulse

It's fun to approach the green!

There are a lot of spendable greenbacks in the full 27-county Sacramento Television Market. This buying power is represented by 381,300 television homes, and is best approached by KCRA-TV.

Proof positive that KCRA-TV really does the job, is provided by the first ARB *Total Area TV Report** ever made in the Sacramento Television Market—KCRA-TV comes up *first* in the full *27-county area served by the Sacramento stations!* This backs up previous ARB reports covering *Metropolitan Sacramento* only.

The Senator from KCRA-TV will take your clients to this land flowing with currency. Ask the boys at Petry.

*ARB Total Television Area Report for December, 1957, proves that KCRA-TV delivers more homes, day-in and night-out, than any other station in this three station market.

Represented by
EDWARD PETRY & CO.

KCRA·TV

Howard J. Smiley, Asst. General Manager
Robert E. Kelly, Station Manager

SACRAMENTO, CALIFORNIA

BASIC NBC AFFILIATE

CLEAR 3 CHANNEL

DODGE RADIO SPOTS FIRST IN EFFECT

- **Blair gives survey results**
- **2,000 executives polled**

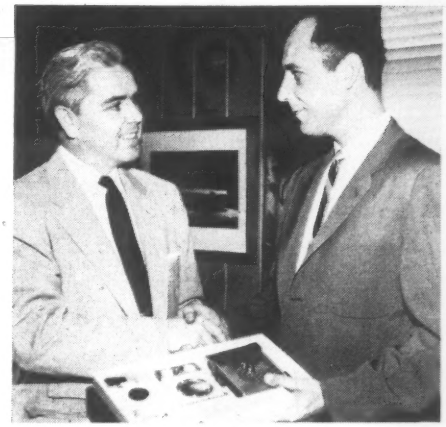
Which spot radio commercials are considered the most popular and effective by agency and station executives?

John Blair & Co., radio station representative, held a news conference in New York last week to announce its findings. Arthur H. McCoy, executive vice president, with one finger on the button of a playback machine, interspersed his comment with the playing of the winning commercials. Each of the six leaders (advertiser and agency) in the national competition won transistor radios.

Mr. McCoy referred to the 2,032 executives (split about even between agencies and stations) who took part in the polling during February and March of this year, noting that they were asked to vote for the spot radio commercials they remembered as the most effective during the winter season.

Dodge Div. of Chrysler Corp. and Grant Adv., Dodge's agency, won first place in the voting. In fact, the audio commercials took first place in five of nine regional Blair tabulations and were among the leaders in the other four regions.

The next five were Beech-nut gum and Young & Rubicam; Chesterfield cigarettes and McCann-Erickson; Camel cigarettes and William Esty; Pepperidge Farms and Ogilvy, Benson & Mather, and Budweiser and D'Arcy Adv.



DODGE'S TOP HONOR *is acknowledged by W. D. (Pete) Moore (l), director of advertising and sales promotion for Dodge Div. of Chrysler Corp. Offering congratulations is Charles Fritz, head of Blair's Detroit office.*

In the polling, 228 spot radio commercials received one or more mentions. These represented the creative product of more than 200 advertising agencies. Of course, certain advertisers with regional distribution received strong backing in the poll from the local areas. Mentioned in this category were Butter-nut coffee (strength in Mountain States and west north central states); Tetley tea (high in New England and Middle Atlantic States) and Crown-Zellerbach on behalf of Zee tissues (high in the Mountain and Pacific areas) [ADVERTISERS & AGENCIES, May 20, 1957].

This was the second national spot radio commercial survey by Blair. The first covered the summer season of last year, the winners announced last November. Mr. McCoy said the firm now on plans a winter and summer competition each year.

Mr. McCoy observed that Blair has made about 500 presentations on spot radio in the past two years and, in speaking of business, he declared that Blair's radio dollar volume last year totaled more "in national advertising dollars" than NBC Radio, ABN and Mutual combined. Asked about CBS Radio, he noted that the network reported only gross figures and thus comparisons with other networks were difficult but said, Blair is "way ahead" of that network in national ad dollars.

DFS Gets Last Swift Products Pegged at Possible $2 Million

The remainder of the business not assigned by Swift & Co. to Leo Burnett Co. last month [AT DEADLINE, March 10] went to Dancer-Fitzgerald-Sample Inc. last week, representing perhaps $2 million in billings.

The announcement, made Thursday by Ray Weber, Swift advertising manager, said the agency would handle all U. S. and Canadian advertising for Pard dog food, Swift'ning, Jewel oil and shortening—effective June 1, 1958.

These and other products (Allsweet margarine, Vigoro and End-O plant products, subsequently picked up by Leo Burnett) represent about $4 million dropped by J. Walter Thompson last month [ADVERTISERS & AGENCIES, March 3] and perhaps 20-25% of all Swift business. The bulk is handled by McCann-Erickson Inc., Chicago.

At least one other major account was still footloose last week—and will be until June 1. Hotpoint Co., a subsidiary of General Electric Co., has been informally screening agencies to handle its $4 million tv receiver-appliance-trade advertising account. Business currently is split between three agencies—tv receivers at Needham, Louis & Brorby; appliances at Maxon, and trade at J. R. Pershall Co.—will be channeled to a single agency shop.

K&E Board Votes Salary Slashes

Kenyon & Eckhardt, New York, sounded an ominous recession note last week when its board of directors voted a salary reduction to all employes earning over $10,000, effective May 1. Persons earning $10,000 a year will get a 10% reduction; those earning over $30,000 will get a 20% reduction. Members of the board itself will take a 25% wage cut. Although officially it could not be confirmed, it was understood that Kenyon & Eckhardt had followed the pattern of salary cuts once or twice in the past and when agency revenue was restored, all employes were paid in full retroactivity.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

April 15, 22 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

April 17 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

April 19 (7:30-9 p.m.) *DuPont Show of the Month*, DuPont through BBDO.

April 19 (9-10 p.m.) *High Adventure* with Lowell Thomas, Delco through Campbell-Ewald.

NBC-TV

April 14-18, 21-23 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 14, 21 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 15 (8-9 p.m.) *Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 15 (9-10 p.m.) *Jerry Lewis Show*, Oldsmobile through D. P. Brother.

April 16, 23 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

April 17 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

April 17 (10-10:30 p.m.) *Lux Show*, starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 19 (8-9 p.m.) *Perry Como Show*, participating sponsors.

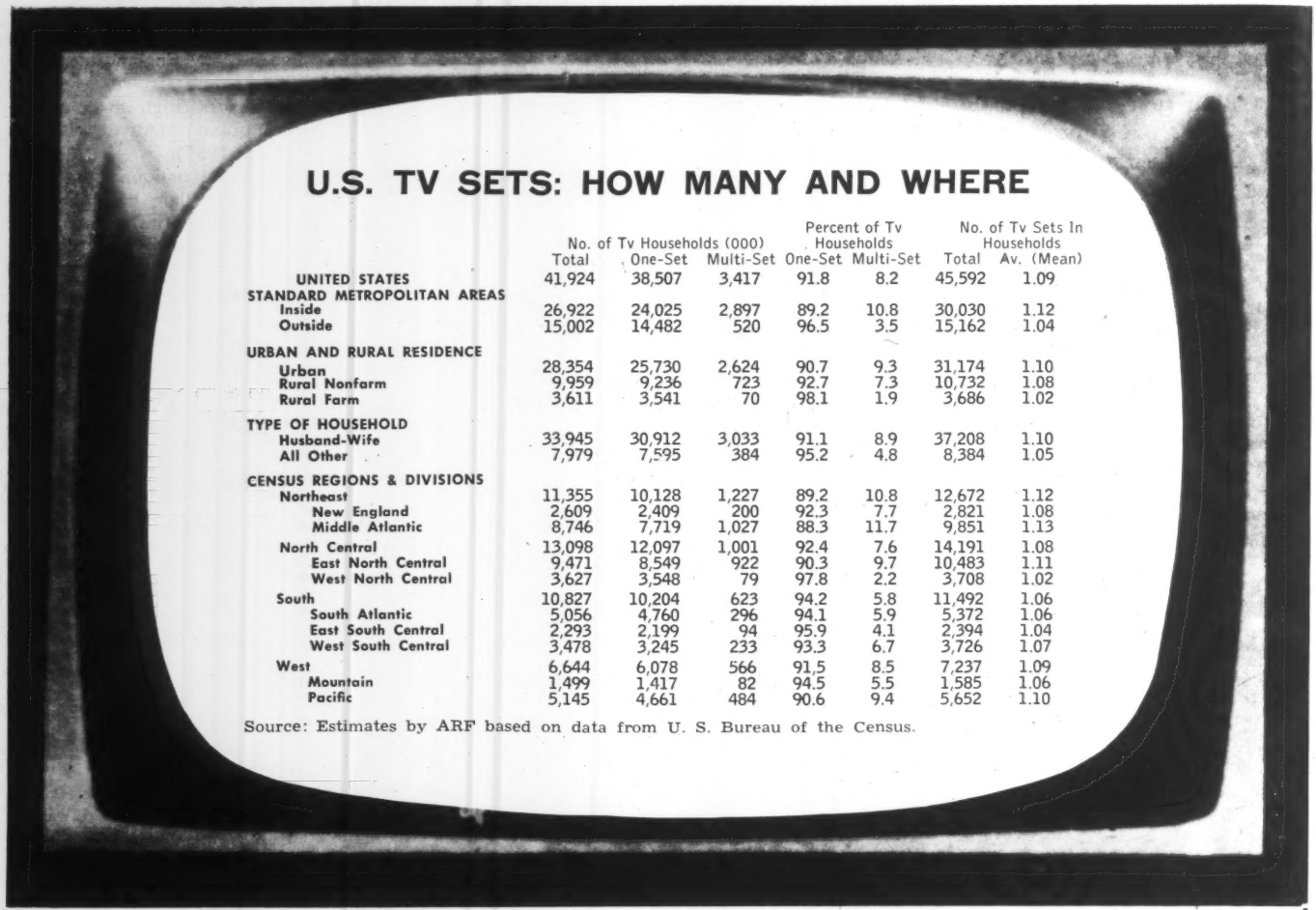
April 19 (10:30-11 p.m.) *Your Hit Parade*, Toni through North Adv. and American Tobacco through BBDO.

April 20 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

April 20 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby; U. S. Time Corp. through Peck Adv. and Greyhound through Grey.

April 20 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

April 22 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



U.S. TV SETS: HOW MANY AND WHERE

	No. of Tv Households (000)			Percent of Tv Households		No. of Tv Sets In Households	
	Total	One-Set	Multi-Set	One-Set	Multi-Set	Total	Av. (Mean)
UNITED STATES	41,924	38,507	3,417	91.8	8.2	45,592	1.09
STANDARD METROPOLITAN AREAS							
Inside	26,922	24,025	2,897	89.2	10.8	30,030	1.12
Outside	15,002	14,482	520	96.5	3.5	15,162	1.04
URBAN AND RURAL RESIDENCE							
Urban	28,354	25,730	2,624	90.7	9.3	31,174	1.10
Rural Nonfarm	9,959	9,236	723	92.7	7.3	10,732	1.08
Rural Farm	3,611	3,541	70	98.1	1.9	3,686	1.02
TYPE OF HOUSEHOLD							
Husband-Wife	33,945	30,912	3,033	91.1	8.9	37,208	1.10
All Other	7,979	7,595	384	95.2	4.8	8,384	1.05
CENSUS REGIONS & DIVISIONS							
Northeast	11,355	10,128	1,227	89.2	10.8	12,672	1.12
New England	2,609	2,409	200	92.3	7.7	2,821	1.08
Middle Atlantic	8,746	7,719	1,027	88.3	11.7	9,851	1.13
North Central	13,098	12,097	1,001	92.4	7.6	14,191	1.08
East North Central	9,471	8,549	922	90.3	9.7	10,483	1.11
West North Central	3,627	3,548	79	97.8	2.2	3,708	1.02
South	10,827	10,204	623	94.2	5.8	11,492	1.06
South Atlantic	5,056	4,760	296	94.1	5.9	5,372	1.06
East South Central	2,293	2,199	94	95.9	4.1	2,394	1.04
West South Central	3,478	3,245	233	93.3	6.7	3,726	1.07
West	6,644	6,078	566	91.5	8.5	7,237	1.09
Mountain	1,499	1,417	82	94.5	5.5	1,585	1.06
Pacific	5,145	4,661	484	90.6	9.4	5,652	1.10

Source: Estimates by ARF based on data from U. S. Bureau of the Census.

EIGHTY-THREE PERCENT of U. S. households had television sets in January, according to the Census Bureau.

The sixth tv set tabulation since 1950 showed a total of 41,924,000 homes with receivers. The figure compares with 39,800,000 (80.2%) in April 1957; 37,410,000 (76.1%) in August 1956; 35,495,000 (72.8%) in February-March 1956 and 32,106,000 (67.2%) in June 1955. The 1950 decennial census showed that 12% of U. S. homes had tv receivers.

An increase of nearly 10 million tv homes since June 1955 was shown by the survey, with one out of 12 homes having more than one tv set.

The survey was conducted at the request of Advertising Research Foundation and financed by ABC-TV, CBS-TV, NBC-TV, NAB and Television Bureau of Advertising.

The Census Bureau obtained information on tv sets from 35,000 households in 330 areas comprising 638 counties and independent cities. The probability of error in the 83.2% tv set saturation figure was estimated at 0.4 percentage points. ARF estimated the number of tv households on the basis of the bureau's saturation figures.

Concentration of tv households is higher inside metropolitan areas, 89%. By regions, the Northeast leads with 89% tv penetration. Highest multiple-set ownership was found in the Middle Atlantic states.

MPAA-TOA's $1.7 Million Acquired by Donahue & Coe

Donahue & Coe Inc., New York, last week racked up another $1.7 million in new business as the agency acquired the joint Motion Picture Assn. of America-Theatre Owners of America account. The MPAA-TOA business originally totaled $2.5 million of which $850,000 was placed in tv during the recent NBC-TV Oscar telecasts—spent without benefit of agency. (D&C did service middle and end commercials to the industry-sponsored extravaganza.)

Of the $1.7 million, $300,000 will be spent in radio spot—promoting cinema-going—the rest in print and "supplemental activities." D&C, presently servicing M-G-M, Allied Artists and Columbia Pictures Corp. [ADVERTISERS & AGENCIES, March 24] won out over five other agencies, all with Hollywood accounts: Blaine-Thompson (Warner Theatre, First National Pictures), Buchanan & Co. (Paramount, Warner Bros.), Monroe Greenthal Co. (United Artists, J. Arthur Rank), Charles Schlaiffer & Co. (20th Century-Fox) and Cunningham & Walsh (Universal-International).

Meanwhile, D&C took over the artwork assignments on Columbia, formerly handled by the studio direct. Columbia a fortnight ago closed its art department, shifting five people to D&C.

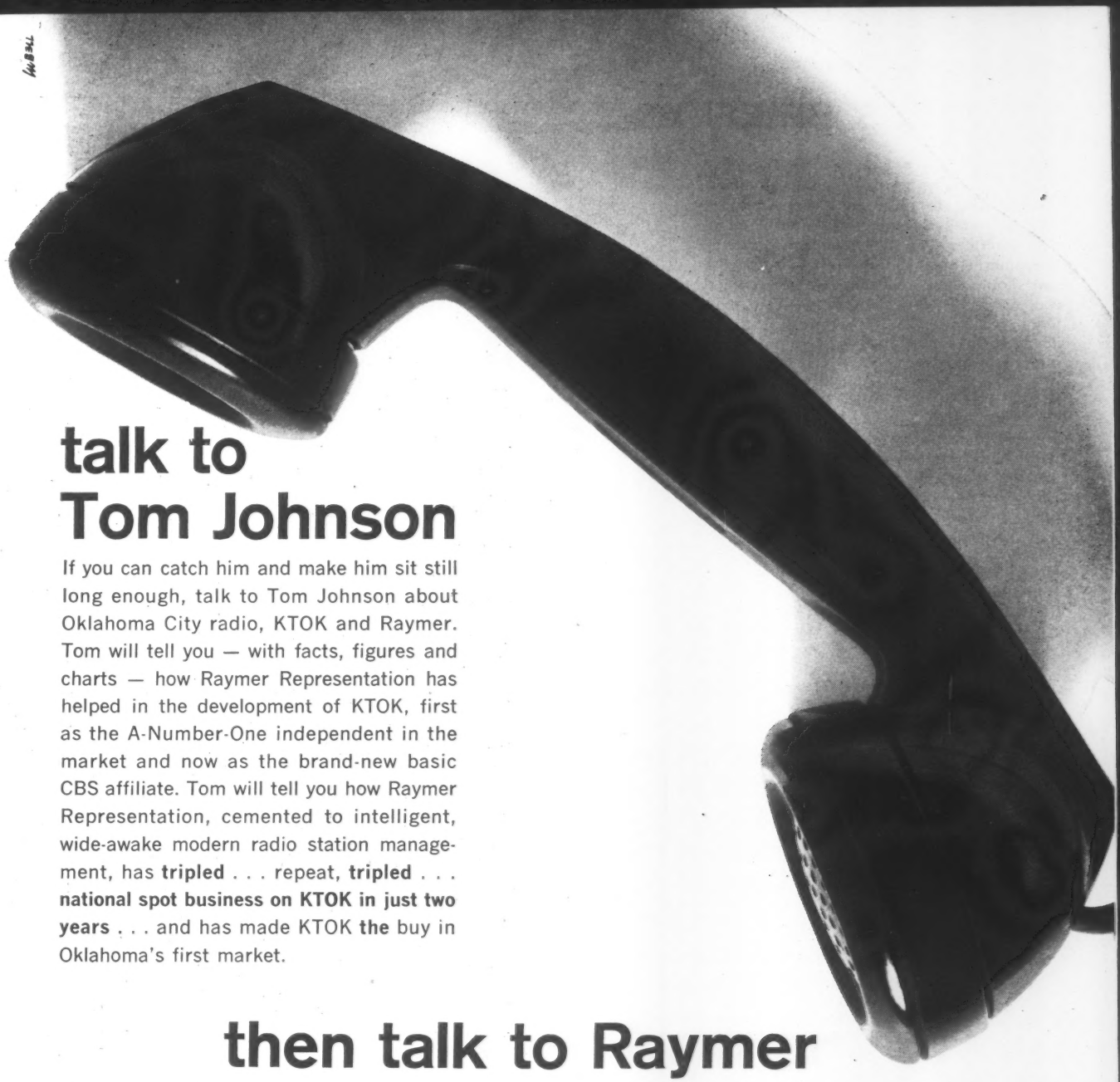
College Advertising Seniors Surveyed on Views of Industry

A survey conducted by the Assn. of Advertising Men & Women last week among 59 advertising honor college seniors visiting New York for "Inside Advertising Week" reveals that a sizable majority share the same views as many advertising leaders on the controversial subject of government regulation of advertising.

The college seniors, participating in "Inside Advertising Week" as guests of the AAMW, voted against the Baltimore advertising tax by a 90% to 10% margin. Similarly, 79% of the students voted against a proposal to restrict national outdoor advertising on interstate highways, while 21% favored it.

On other topics, 52% of the college seniors felt subliminal advertising would be an effective advertising technique and 48% regarded it as ineffective; 42% rated their advertising courses "excellent"; 37%, "good"; 19%, "satisfactory", and 2%, "poor." For their first advertising jobs, students said they expected the starting salary to range from $4,500 to $5,000 per year.

During the week, the students attended a series of luncheons and dinners held by various companies and advertising organizations and heard talks by leaders in the field.



talk to Tom Johnson

If you can catch him and make him sit still long enough, talk to Tom Johnson about Oklahoma City radio, KTOK and Raymer. Tom will tell you — with facts, figures and charts — how Raymer Representation has helped in the development of KTOK, first as the A-Number-One independent in the market and now as the brand-new basic CBS affiliate. Tom will tell you how Raymer Representation, cemented to intelligent, wide-awake modern radio station management, has **tripled** . . . repeat, **tripled** . . . **national spot business on KTOK in just two years** . . . and has made KTOK **the** buy in Oklahoma's first market.

then talk to Raymer

If you're looking for the kind of representation-in-radio that increased KTOK business **49% in 1955, 47% in 1956 and 69% in 1957,** then talk to Raymer . . . to Paul H. Raymer. For over twenty-five years, the very special Raymer Way has been a hallmark of quality and ingenuity in station representation . . . **quality** that demands the right salesman in the right place at the right time and **ingenuity** that puts in his hands the right sales tool to bring back the order.

THE PAUL H. RAYMER COMPANY
Exclusive National Representatives
Since 1932
New York • Chicago • Hollywood
San Francisco • Dallas • Detroit • Atlanta

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

GOING SOUTH • United Fruit Co., Boston, traditionally heavy print media advertiser, turning to radio in Latin American markets today (Monday) with purchase of Pan American Day half-hour live drama on U.S. international station WRUL New York and simultaneous relay repeats on commercial standard wave stations in Guatemala, Honduras, Nicaragua, Costa Rica, El Salvador, Panama and Ecuador. Business placed direct.

INSURANCE BUY • John S. Kemper & Co. (insurance), Chicago, has purchased eight Wednesday programs of *NBC News* with Chet Huntley and David Brinkley starting this week plus 10 participations on *Jack Paar Show* spread between today (Monday) and June 2. Agency: John W. Shaw Adv., Chicago.

'TALES' TAKEN • American Tobacco Co. (Pall Mall) has renewed sponsorship for 1958-59 season of NBC-TV's *Tales of Wells Fargo* (Mon., 8:30-9 p.m.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

TWO FOR 'IMPACT' • General Motors Corp., Truck & Coach division, Detroit, signs for three weekly "Impact" segments for 18 weeks on CBS Radio beginning May 11. Agency: Kudner, N. Y. Simmons Co. (mattresses), N. Y., signs for special one week promotion starting June 5 on CBS Radio using ten 7½-minute daytime drama segments and 13 "Impact" segments. Agency: Young & Rubicam, N. Y.

RADIO HIGH LIFE • Miller Brewing Co., thru Mathisson & Assoc., Milwaukee, last week launched 26-week spot announcement campaign on 225 ABC radio stations for Miller High Life beer. Series of approximately fifty 10-second commercials per week, per station—or nearly 300,000 for entire drive—will be aired on networks thru Oct. 3. Shedule follows conclusion of this season's *All Star Golf Tournament* series on ABC-TV, for which Miller has renewed half sponsorship this fall. Brewery also is set for one-third sponsorship of Milwaukee Braves baseball broadcasts starting this week.

CBS A LA CARTE • Chun King Sales, Duluth, Minn., through J. Walter Thompson Co., Chicago, has purchased one weekly 7½-minute unit of CBS Radio's *House Party* (Mon.-Fri., 3-3:30 p.m.) for 52 weeks beginning June 4. American Home Foods Div., American Home Products, through Young & Rubicam, N. Y., bought two 5-minute units of CBS Radio's daytime dramas for 31 weeks effective April 10.

MOVIE BUY • Warner-Lambert Pharmaceutical Co. (Emerson Drug Div.), Baltimore, placing first Bromo-Seltzer campaign out of Warwick & Legler since account left Lennen & Newell last month. Sixteen-week campaign in early and late night movies starts April 14 in number of major markets, as yet undetermined.

LION'S SHARE • Milner Products (Perma Starch) allocating 90% of $1 million advertising budget to broadcast media for new six-month campaign starting this month. About $600,000 will be spent in spot tv in several select markets, remainder in network radio, property not revealed. Agency: Gordon Best Co., Chicago.

Texaco Talks to CBS About New Opera Home

The Texas Co. (Texaco gasoline and other petroleum products), New York, will continue to sponsor opera broadcasts on network radio.

The gasoline advertiser, associated with network radio since the medium's early years and a sponsor of opera season broadcasts for the past 18 years, has been negotiating with CBS Radio for the next season. Network orders to affiliates went out Wednesday and acceptances already had been received Thursday from about a dozen affiliates.

Speculation on future opera broadcasts rose in connection with ABC Radio's format revision from live programming to a staple of expanded newscasts, public service programming and *Breakfast Club*. Network officials told Texaco some weeks ago that the advertiser was free to consider the move of the Saturday afternoon Metropolitan Opera broadcasts to another network if it wished.

A Texaco executive said Thursday the advertiser intends to continue on network radio and that it is "negotiating" with CBS Radio. A network spokesman confirmed Texaco's swing to CBS. Cunningham & Walsh, New York, is Texaco's agency.

It was understood that under terms discussed with CBS Radio, the Texas Co. would pay talent costs with time purchased on a basis similar to that existing with a sports program of indeterminate length, the sponsor buying a set period with no rebate or extra charge to the advertiser should the program run under or over the basic time period.

The opera broadcast started on ABC Radio at 2 p.m.

ABC Radio on Saturday [APRIL 12] broadcast the last opera of the 1957-58 season after having presented them for 27 years. Texaco, since 1940, has sponsored broadcasts in the U. S. and McColl-Frontenac Oil Co. Ltd. in Canada (also through C&W). Intermission features are *Opera News on the Air, The Opera Quiz* and *Texaco's Roving Opera Reporter*.

The Texas Co. also is in network tv (specials on NBC-TV), spot television and spot radio. The opera broadcast is the advertiser's non-sell or institutional broadcast advertising effort. Other than corporate identification no sales messages are carried on the broadcasts.

PREVIEW

Jacob Ruppert Inc. (Knickerbocker beer) starts its 1958 spot schedule this week in 10 eastern markets with a musical commercial and theme. The schedule will run during three seasons —spring, summer and fall—and during holidays. Trade mark of the new campaign is "Knick Knickerbocker," played by Jordan Bently in song and dance roles. The major theme, which is sung by Mr. Bentley, is "sing out for Knick. Knick has the knack!". The older slogan, "New York's famous beer," has been retained and will be incorporated into the new spot.

Compton Adv., New York, is the agency.

ANA Workshop to Cover Budget, Cost Control

A workshop on advertising budget control will be held April 24-25 by the Assn. of National Advertisers at the Westchester Country Club, New York. A case history dealing with control of radio and spot announcements will be related by Evan W. Mandel of Revlon Inc. as part of a session on the execution and control of the advertising program.

The workshop on advertising budget and cost control, the fifth national meeting on the subject held by ANA, will have as participants advertising managers and fiscal officers from a number of the nation's leading companies. Case histories will be followed by conference-type discussions.

On the agenda: a case history, "Procter & Gamble's Concept of Financial Control for Advertising Budgets" by P&G's Harold A. Derr; management's view on the administration of advertising by April 25 luncheon speaker Stuart Peabody, management consultant, George Fry Assoc. and formerly Borden Co. assistant vice president.

Joining Revlon's Mandel and Mr. Derr in the session presenting case histories will be Edward P. LeMay of Minnesota Mining & Mfg. Co. who will speak on how his com-

THIS IS NOT RADIO TO DO HOME-WORK BY

Because of programs such as "Gunsmoke" (and Jack Benny and daytime serials, Arthur Godfrey and CBS News)... *Harvard College* became a network radio advertiser the other night, sponsoring an hour-long special broadcast, "The Case for the College," over the full CBS Radio Network.

Its purpose, as Harvard's President Pusey put it: "... to call attention both to Harvard's ambitious plan and to the great needs of all our American colleges."

To call *attention*. Where else in radio would Harvard be as sure of getting it as from CBS Radio Network audiences? The programs are not designed to do homework or income taxes by. The entire network schedule, Godfrey to "Gunsmoke," each program in its own way, requires listeners *to listen*. They expect to give their attention... or else they don't tune in.

That's why Harvard, with its dramatic appeal for funds, came to CBS Radio. Just as the country's leading advertisers do. For the *head start* that audience-attention gives to sales effectiveness. And for the authority and importance that only attention-getting radio can generate.

Significantly, these program qualities work best for the listeners, too.

Year after year, the CBS Radio Network schedule gathers the largest audiences in all radio. Audiences *in the habit* of paying attention. Here is the first essential for selling a product, a service, an idea.

THE CBS RADIO NETWORK

Where you reach 50 per cent more listeners
in the average commercial minute

pany translates advertising plans into "concrete advertising effort."

Dartmouth's Prof. Albert W. Frey will relate findings in his study to such topics as advertising agency practices in purchasing materials and services and the extent to which advertisers use collateral services and methods of compensating agencies for specific services. Sessions are closed.

Mohr & Eicoff Open in Chicago, Get Grant, Tabutrex Accounts

The Grant Co., which describes itself as the "largest tv mail order firm in the U. S.," has appointed Mohr & Eicoff, newly-formed Chicago agency, to handle its $2.5 million account. Grant manufactures automatic vegetable shredders, exercise aids, glass knives, vegetable and fruit choppers, automobile polish and various other products. The account formerly was handled by Arthur Meyerhoff & Co.

Of the estimated $2.5 million advertising budget, about $1.8 million will be allocated to tv (bulk in spot), $200,000 to radio and the remainder to print media.

Mohr & Eicoff also has been appointed to handle the $180,000 Tabutrex (insect repellent) account of Glenn Chemical Co., for which radio-tv is planned.

DDB Adds B&H Cigarettes

Doyle Dane Bernbach, New York, last week came up with the premium-priced Benson & Hedges cigarette business, a new $400,000 account. Move will help DDB to recoup the $3 million in billing it will lose July 1—the cut-off date of the Max Factor & Co. account [ADVERTISERS & AGENCIES, March 31]. Acquisition of Benson & Hedges—part of the Philip Morris Inc. "tobacco family"—is the first of "several steps" DDB is taking to regain its momentarily-lost $20 million billing position. B&H leaves Benton & Bowles, New York, effective immediately but that agency will keep a PM brand, Parliament, far heavier in billing than the lost account, in order to "concentrate its creative advertising abilities, techniques and energies" on that brand alone, according to PM Advertising Vice President Roger Greene.

Line Forming for NCAA Slate

Several advertisers have placed orders with NBC-TV for NCAA national and regional football tv next fall, with four co-sponsors expected to be announced in the next fortnight.

Among advertisers known to be interested in quarter sponsorship of national and or regional coverage are Sunbeam Corp. and Zenith (holdovers from last year), Motorola Inc., Bristol-Myers and Libby-Owens, it was understood. Sunbeam has placed an order for the national schedule, plus three regional areas (Eastern, Big Ten and Pacific Coast) for which it picked up a quarter of the tv tab in 1957. Agencies are Perrin-Paus for Sunbeam and Foote, Cone & Belding for Zenith's radio-tv division. NBC-TV has both national and regional (split network) rights.

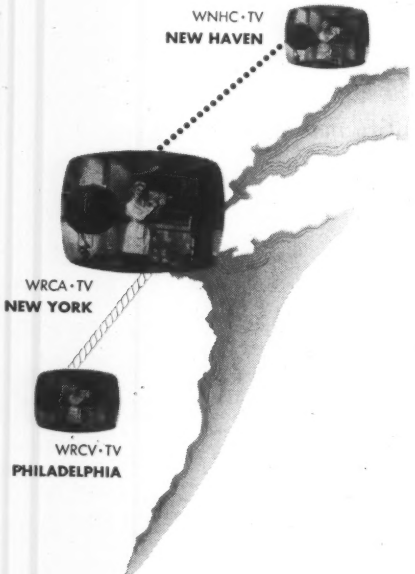
Ronzoni's three-city live commercials add flexibility to syndicated selling

A regional advertiser whose food product is sold best through demonstration is proving it is practical to feed a syndicated film tv program on a "network basis" to three different eastern markets and use live commercials. The result: flexibility, "Madison Avenue" production, impact of immediacy and increased store traffic.

Since Sept. 24, Ronzoni Macaroni Co., Long Island City, N. Y., has been sponsoring CBS-TV Film Sales' *The Honeymooners* on a 52-week basis (26 major and 26 minor positions), sharing the tab with Clairol Inc. (hair preparations), New York. The station lineup for the Jackie Gleason re-run strip involves WRCA-TV New York, WRCV-TV Philadelphia and WNHC-TV New Haven—the last a Triangle station affiliated with ABC-TV, the first two both NBC owned-and-operated. The series is fed out of New York at 7-7:30 p.m. Tuesdays and seen in that timeslot in all three markets.

Milton Guttenplan, vice president of Emil Mogul Co. and Ronzoni account supervisor explains, "our objective was and is live commercials. It is impossible to air live commercials simultaneously in three markets without expensive production staffs and close agency supervision. We are not so much concerned with saving money as we are with the quality of the client's 'look'."

Last summer before Mogul purchased the series, Mr. Guttenplan, account executive Andre Luotto and agency tv-radio vice president Leslie L. Dunier met with client Emanuel Ronzoni Jr., vice president and general manager of Ronzoni, to propose a "bold, new" concept in syndicated program sponsorship. In essence, they proposed that since Ronzoni's (or any spaghetti product, for that matter) chief attraction was its fine adaptability to any meal, the commercials should be done live since only live tv could afford both client and agency a means whereby hundreds of different recipes could be shown. Furthermore, filmed commercials—especially for food products—have a way of wearing themselves thin the tenth time around, the agency felt. Mr. Ronzoni agreed.



The commercial relay . . .

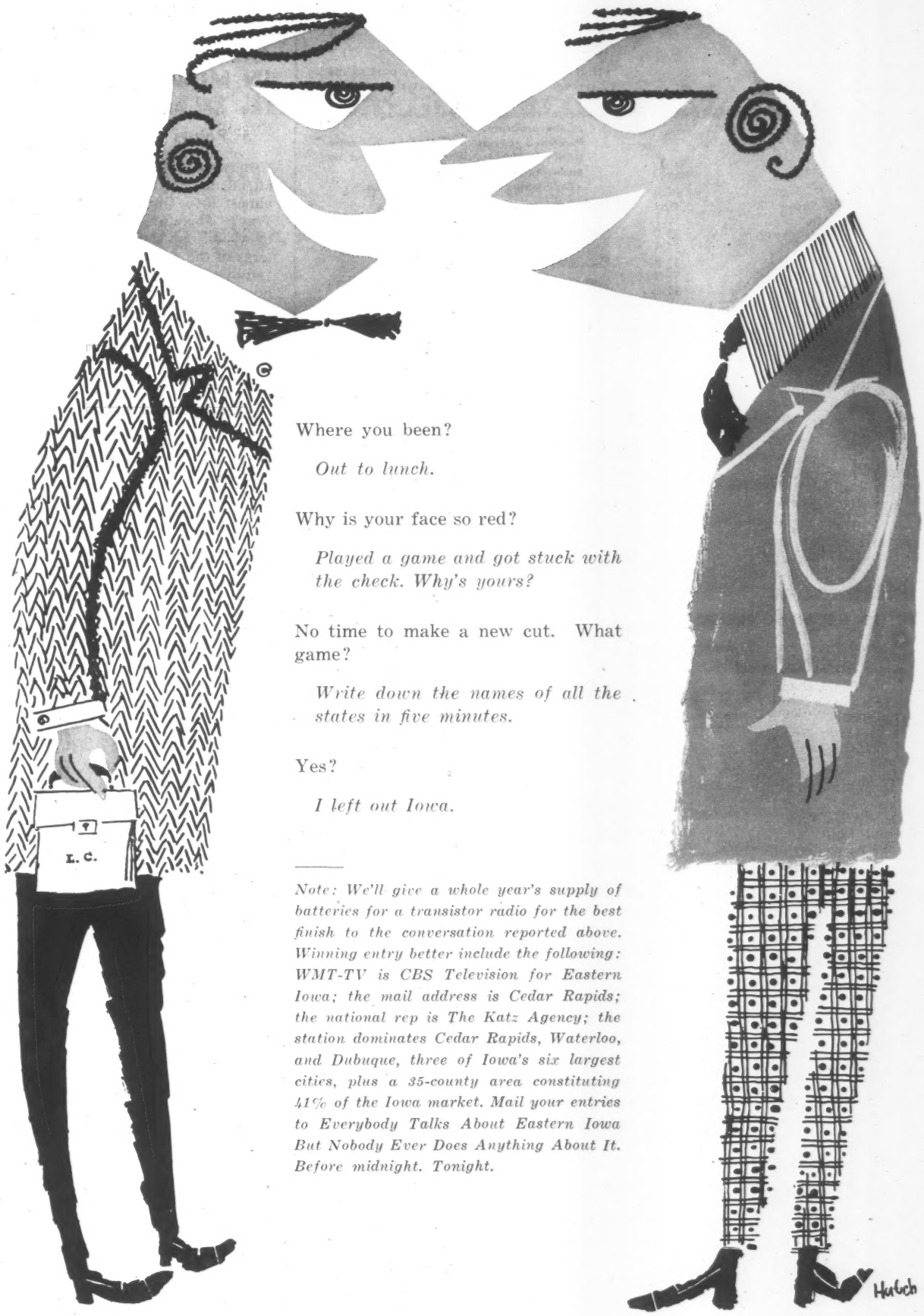
The company found time availabilities on both WRCA-TV and WRCV-TV. The most logical third connection would have been the NBC o&o WNBC (TV) New Britain, but Mr. Ronzoni was more interested in New Haven which has a larger segment of Italian background consumers than New Britain. Only there was no NBC-TV affiliate in New Haven.

After long deliberation among the agency, the client and NBC-TV, it was agreed to link Philadelphia and New York on the network trunk line (there being no network programs scheduled at that time) and to connect New Haven and WNHC-TV via microwave relay. The agency leases a special telephone line from New York to New Haven to carry the audio, bounces the video through the air to a relay station just outside of New Haven where the picture is synchronized with the sound, then beamed to the WNHC transmitter. (Clairol, which sponsors *The Honeymooners* in about 20 markets, of which the New York-New Haven-Philadelphia circuit represents just a fragment, goes "all film" on the series and relies on the tried-and-true method of syndication, i.e., three films in three markets with commercials inserted by the station itself. Ronzoni, during the "Clairol-on" weeks, also uses filmed announcements on a similar basis.)

While a three-station network is not revolutionary, the fact that Ronzoni uses such a system for a syndicated property—being willing to pay for line charges and microwave relays when it could easily do without such excess charges—is a novel approach to tv advertising. It does not save money on the arrangement, notes a Mogul executive. "However," he says, "were we to figure it purely hypothetically on a principle of cutting 26 different filmed commercials then I'd say, yes, we are cutting costs by 80%."

Mr. Guttenplan enlarges upon this point: "What we wanted—and got—was a way whereby we could air a live commercial from a single point of origin in the most efficient and economical manner. Obviously, this meant airing the whole program from one source. The viewer quickly appreciates a live commercial over a filmed one. Furthermore, living tv gives our product freshness, a newsy flavor and a sense of urgency." To impart all three qualities, Ronzoni's agency retained the services of Arlyne Grey, the company's "spokeswoman" for the past eight years.

The commercial receives a full week's rehearsal. During that week, new recipes are tested, camera angles are determined and there is a full dress rehearsal before air time. For Ronzoni and Mogul, there's more to selling spaghetti than dumping a lot of noodles into hot water.



Where you been?

Out to lunch.

Why is your face so red?

Played a game and got stuck with the check. Why's yours?

No time to make a new cut. What game?

Write down the names of all the states in five minutes.

Yes?

I left out Iowa.

Note: We'll give a whole year's supply of batteries for a transistor radio for the best finish to the conversation reported above. Winning entry better include the following: WMT-TV is CBS Television for Eastern Iowa; the mail address is Cedar Rapids; the national rep is The Katz Agency; the station dominates Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest cities, plus a 35-county area constituting 41% of the Iowa market. Mail your entries to Everybody Talks About Eastern Iowa But Nobody Ever Does Anything About It. Before midnight. Tonight.

LATEST RATINGS

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for March 1-7

Rank	% Tv Homes
1. *Gunsmoke*	41.6
2. *Perry Como Show*	40.1
3. *Danny Thomas*	36.1
4. *Tales of Wells Fargo*	35.0
5. *Wyatt Earp*	33.3
6. *Bob Hope*	32.8
7. *Lineup*	32.7
8. *Maverick*	32.0
9. *Have Gun, Will Travel*	31.4
10. *Restless Gun*	31.1

Rank	No. Tv Homes (000)
1. *Gunsmoke*	14,820
2. *Perry Como Show*	13,960
3. *Danny Thomas Show*	12,809
4. *Tales of Wells Fargo*	12,072
5. *Bob Hope*	11,503
6. *Lineup*	11,494
7. *Wyatt Earp*	11,121
8. *Tenn. Ernie Ford*	10,854
9. *Have Gun, Will Travel*	10,800
10. *Zane Grey Theatre*	10,566

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Feb. 23-March 8

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	18,700
2. *Perry Como Show*	17,170
3. *Bob Hope Show*	16,873
4. *Tales of Wells Fargo*	16,618
5. *Danny Thomas Show*	15,725
6. *Cheyenne*	15,428
7. *Sugarfoot*	15,300
8. *Steve Allen Show*	15,300
9. *Wyatt Earp*	14,960
10. *Shirley Temple's Storybook*	14,918

Rank	% Homes*
1. *Gunsmoke*	45.0
2. *Perry Como Show*	41.4
3. *Bob Hope Show*	40.6
4. *Tales of Wells Fargo*	40.2
5. *Cheyenne*	38.6
6. *Sugarfoot*	38.1
7. *Danny Thomas Show*	37.6
8. *Shirley Temple's Storybook*	37.1
9. *Steve Allen Show*	37.0
10. *Wyatt Earp*	36.3

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	17,935
2. *Tales of Wells Fargo*	15,598
3. *Danny Thomas Show*	14,790
4. *Wyatt Earp*	14,068
5. *Have Gun, Will Travel*	14,068
6. *I've Got a Secret*	13,728
7. *Bob Hope Show*	13,685
8. *Restless Gun*	13,600
9. *You Bet Your Life*	13,133
10. *December Bride*	12,920

Rank	% Homes*
1. *Gunsmoke*	43.1
2. *Tales of Wells Fargo*	37.7
3. *Danny Thomas Show*	35.4
4. *Wyatt Earp*	34.2
5. *Have Gun, Will Travel*	34.2
6. *Restless Gun*	33.6
7. *Bob Hope Show*	32.9
8. *I've Got a Secret*	32.7
9. *Cheyenne*	32.2
10. *Sugarfoot*	31.9

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for March 1-7

Rank	No. Homes (000)
1. *Gunsmoke*	52,100
2. *Perry Como*	47,360
3. *Bob Hope*	41,240
4. *Have Gun, Will Travel*	38,710
5. *Restless Gun*	37,920
6. *Tales Of Wells Fargo*	37,580
7. *Maverick*	37,410
8. *Danny Thomas*	36,220
9. *I've Got a Secret*	35,840
10. *Steve Allen*	35,840

Rank	Rating
1. *Gunsmoke*	49.8
2. *Perry Como*	42.1
3. *Bob Hope*	41.2
4. *Maverick*	40.0
5. *I've Got a Secret*	39.8
6. *Restless Gun*	39.5
7. *Price Is Right*	38.4
8. *Have Gun, Will Travel*	37.8
Tales Of Wells Fargo	37.8
10. *Danny Thomas*	37.2

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen Show (NBC-150): S. C. Johnson (NL&B), Greyhound (Grey), U. S. Time (Peck). Alternating, Sun. 8:00-9:00 p.m.

Cheyenne (ABC-99): General Electric (Y&R) Alternating Tues., 7:30-8:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

Ford Show (NBC-182) Ford (JWT), Thurs. 9:30-10 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Bob Hope Show (NBC-139): U. S. Time Corp. (Peck), Sunday, Mar. 2, 1958, 9-10 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lineup (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Maverick (ABC-72): Kaiser Industries (Y&R), Sun. 7:30-8:30 p.m.

Price Is Right (NBC-118): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Sugarfoot (ABC-119): American Chicle, Colgate-Palmolive (Bates), Ludens (Mathes), Tues. 7:30-8:30

Tales of Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Shirley Temple's Storybook (NBC-170): National Dairy, Hill Brothers, Breck (Ayer), Wed. 7:30-8:30

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

You Bet Your Life (NBC-177): DeSoto (BBDO) Toni (North), Thurs. 8-8:30 p.m.

Loretta Young Show (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Zane Grey Theatre (CBS-145): General Foods (B&B), Ford (JWT) Fri. 8:30-9 p.m.

FILM

TV CITED AS FACTOR IN MOVIE DOLDRUMS

- **AFL Film Council study out**
- **Points up 'economic villains'**

Between 1946 and 1956, average weekly attendance at movie theatres dropped by almost 50%, from 90 million to 46.5 million. Why? "There are two fundamental reasons: television and the change in the living patterns of the American people," according to "Hollywood at the Crossroads—An Economic Study of the Motion Picture Industry" made by Dr. Irving Bernstein of UCLA for the Hollywood AFL Film Council.

Pointing out that while the movie theatre audience was declining the number of tv sets was growing from virtually none to over 42 million, the 78-page study states: "Millions of people who formerly went to the movies now remain at home watching television. Which segments of the movie audience have been lost is difficult to say because of our ignorance of the composition of that audience. . . . It is sensible to assume that a person who simply wants diversion and cares little about its nature or quality will prefer to take it free rather than pay for it."

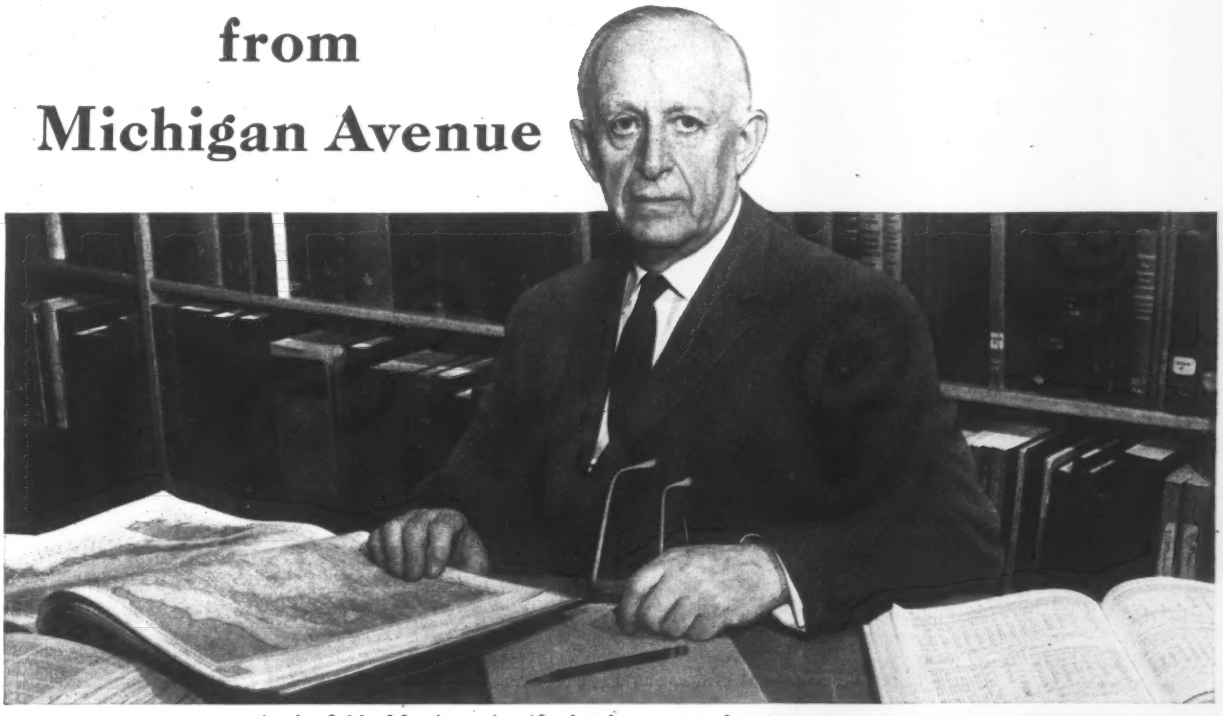
The change in living patterns—home ownership, suburbanization, traffic difficulties, large families and the do-it-yourself movement, like tv, encourages people to stay home rather than go out, to the detriment of all out-of-home entertainment, the study reports.

Television, however, is not the villain of the economic study. The Paramount decree, which broke up the horizontal structure of the motion picture industry . . . ; the rise of the independent producer; the breakdown of term contracts . . . ; the shortage of stars; diversification, with heavy investments in tv film companies, record firms, foreign theatres and other non-Hollywood operations; technical changes, and super-spectacular "block-buster" pictures in an attempt to lure the public back into the theatres—all of these have been major factors in the changed economics of motion pictures since World War II. Import restrictions and other regulations of foreign governments have led to a three-fold increase in the number of pictures made abroad.

Add them all together and the result has been lost revenue from motion picture producers (the 10 leading companies suffered a 26% drop in gross revenues—from $968 million in 1946 to $717 million in 1956—and a 74% drop in net profits—from $121 million in 1946 to $32 million in 1956) and lost jobs for workers in the industry. "For workers employed in the production of films for theatres, only one job remains for two that existed in 1946," the study declares.

As to the future, Dr. Bernstein balances the negative factors—that the huge theatre audience of the past is gone forever, that the industry has lost the resiliency that pulled it through the depression, that the growth of tv abroad will cut into revenue

Meet the man who watches Moscow from Michigan Avenue



Jacob G. Tolpin, expert in the field of foreign scientific developments, often is consulted by leaders in academic, government and industrial enterprises.

He keeps tab on Russian scientific moves

WHAT are Russian scientists up to now?

Few people in America are better able to answer this question than a mild-mannered, unobtrusive man dressed like other business executives on Chicago's Michigan Avenue.

There is no cloak-and-dagger atmosphere surrounding Jacob G. Tolpin.

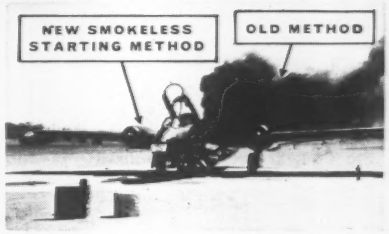
It has been the daily job of Mr. Tolpin since 1937 to keep track of Russian scientific advances. He is a key man on the staff of specialists at Standard Oil who analyze foreign technical journals and patents.

The primary purpose of this work is to keep Standard Oil research scientists informed of developments throughout the world. But the work has broader significance. Standard Oil furnishes important foreign technical data to nationally important bodies and to libraries, such as the Library of Congress. The knowledge gained from the foreign periodicals thus is made available to all.

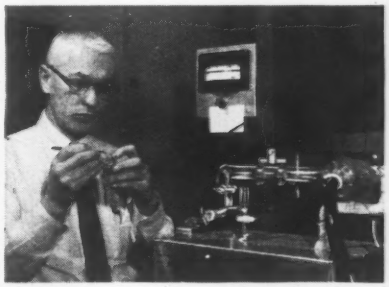
Even the Russians admit, says Mr. Tolpin, that American knowledge of petroleum technology is superior to their own. Standard's research at Whiting and other centers has resulted in many important discoveries which have helped to make America supreme in the field of petroleum and to strengthen its defenses. In the last few years alone, Standard scientists have made outstanding contributions that have advanced America's missile program and its jet air defense.

Since our first laboratory opened 68 years ago, we have spent hundreds of millions of dollars to learn more about oil—how to find it, produce it, refine it and make it *more useful to more people* than ever before.

What makes a company a good citizen? One measure is the contribution a company makes to the economic and physicial strength of its country. Through constant and intensive research, we at Standard have tried to make oil yield its maximum usefulness—both for civilian and military purposes. Steadily mounting efficiency also has helped to keep the price of oil and gasoline down.



America's jets now have a new, improved smokeless starter cartridge (being used in the engine above, left) as the result of a Standard Oil research development. The old method, on the right, was so smoky it made concealment impossible and also blocked fliers' views of the field.



Radiation-resistant lubricants for atomic power plants are under study in Standard's research laboratories. Seymour Meyerson, above, is engaged in pioneering work in this new field. He is an authority on the controlled shattering of molecules by electron bombardment.

STANDARD OIL COMPANY (INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

from foreign exhibition of films there as it has at home—with "guarded optimism" that the baby boom which kept people away from the movies in the 40's and 50's could provide a great teenage boom that will swell theatre audiences in the 60's and 70's; that increased leisure time will give more time for going to the movies and that more "blockbusters" will also attract more attendance at theatres.

"There is, finally, the great imponderable of the future, the impact of television and most particularly the impact of toll tv," Dr. Bernstein concludes. He notes that "by the end of 1957, the major motion picture companies were up to their hips in television, so deeply involved, in fact, that it was no longer quite correct to refer to them as the 'motion picture industry.' And he looks for more rather than less of this involvement in the future.

"The great economic question, however, is the future of pay television. Its roseate paper prospects lead many in Hollywood to regard toll tv as a panacea that will cure all the industry's ills. [But] the Bartlesville, Okla., experiment is hardly a source of encouragement. The only thing that is certain about toll tv is that it will be a while in coming. Beyond that, it is the great enigma of the motion picture industry."

The Film Council last week sent copies of the economic report to 35 film industry leaders, urging a united effort by all interests of the motion picture industry in at least four projects: a demand for a plan "to encourage production in America of American interest films," a demand for governmental assistance in the field of foreign exchange, continued effort to win a modification of the "tax structures which operate to discourage domestic film production" and exploration of the possibility of undoing the bad effects of the Paramount decree.

AAP's New Gold Mine Div. To Handle Syndicated Shows

Associated Artists Productions has split its sales force. The distributor of feature film and some syndicated packages effective today (Monday) has created a new Gold Mine Div. that will handle all AAP products other than the Warner Bros. features and cartoons and Popeye cartoons.

W. Robert Rich, AAP's general sales manager, said the company's sales reorganization "follows the pattern which has become standard with the half-hour syndicators." The AAP sales force in the past year handled the Gold Mine Library (various features including horror films and half-hour syndicated packages). The regular AAP sales force will concentrate exclusively on Warner and Popeye product.

In the new Gold Mine alignment, Len Hammer will service the East and Lester Tobias the West. Three salesmen have been added. Included are James C. Stern, formerly with Sterling Tv and other film companies, assigned to the Midwest, and Bill Mattingly, formerly with MPA, to the Southwest.

Tv to Get RKO Group Of Post-1948 Movies

RKO's third group of feature films to be released to tv, titled "Showcase Package," was announced last week by C. Robert Manby, vice president in charge of RKO Television Div. of RKO Teleradio Pictures Inc. The package of 18 films, 15 of which are post-1948 products heretofore has been distributed theatrically by RKO and goes on sale to tv at the NAB convention in Los Angeles.

The package includes such features as "The Americano" starring Glenn Ford, Abbe Lane and Cesar Romero, released in 1955; "Clash by Night," 1952, with Barbara Stanwyck, Paul Douglas, Robert Ryan and Marilyn Monroe; and "Lusty Men," 1952, Susan Hayward, Robert Mitchum and Arthur Kennedy. Marketing plans for the package will be under supervision of Peter M. Robeck, general sales manager of RKO Television, and William Finkeldey, syndicated sales manager.

RKO four years ago distributed to tv its first feature package, "Million Dollar Movie," but its rights to the Bank of America-owned films expired Oct. 1 and will be assumed then by National Telefilm Assoc. [FILMS, March 17]. Three years ago RKO began distribution of its second group of feature films, an untitled package of 17 features, all pre-1948.

'Counterspy' to Be Filmed In U. S., 26 Locales Abroad

Bernard L. Schubert Inc., New York, which last week began filming *Counterspy* half hour tv film series in Hollywood and 26 different locales throughout the world, is convinced that television film is entering an era in which authenticity and believability of programming can be achieved only through the upgrading of production values, including on-location shooting.

Bernard L. Schubert, president of the company, reported in an interview in New York last week that the main reason *Counterspy* will be filmed in so many different locations is that the viewing public has been "educated" to recognizing foreign locales because of the motion picture industry's accentuated activities abroad and the travel-consciousness of Americans, who can say: "We were there."

Mr. Schubert believes that more and more the economically-produced series will fall by the wayside and, in the motion picture pattern, films embodying production values will emerge on top.

Bernard Schubert Inc. has budgeted the 39 episodes of *Counterspy* at more than $35,000 each. The films will be offered for syndication by Telestar Films Inc., New York, of which Mr. Schubert is board chairman.

'Laramie' Opens WB-TV Center

Initial filming on a new Warner Bros.-TV film series, *Laramie*, got under way last Monday at WB-TV's Burbank (Calif.) studio, as Warner Bros. executives officially opened the new $1 million tv production center. *Laramie* is the first of seven new series being planned by WB-TV, and will be ready for showing for the 1958-59 season, according to tv executive producer William T. Orr. The new western series stars John Russell and Peter Brown and is being produced by Jules Schermer.

MPO to Move to Republic Lot; Dellar Made Executive Producer

MPO Productions Inc. last week confirmed that it would be moving onto the non-active Republic Pictures Corp. lot in Hollywood, making available to clients a choice of 24 sound stages (13 built since 1953) and 45 acres of back-of-lot property [CLOSED CIRCUIT, April 7]. At the same time, MPO president Judd L. Pollock announced the appointment of Mel Dellar, former Warner Bros.-TV production manager, as executive producer of MPO (West Coast). Mr. Dellar joined WB-TV in 1946, moving over from the parent company where he had worked since 1939.

'Look,' Popeye, Tv Stations Work Out Spots-for-Space Swap

A reciprocal agreement has been completed to put Popeye and Associated Artists Enterprises Inc., New York, before the public in a full page advertisement in *Look* magazine's April 15 issue, and *Look* tv spots on 14 stations participating in the deal. Details were outlined by Paul Kwartin, executive vice president of AAE, merchandising subsidiary of Associated Artists Productions.

Arrangement also involves nine Popeye toy manufacturers. The toymakers paid for the cost of the advertisement's production (a few thousand dollars); cost of the ad itself, approximately $26,000, will be paid by stations giving *Look* the equivalent in spots. The announcements (all one-minute) were placed through *Look's* agency, McCann-Erickson, New York. Individual campaigns will run out at about the end of June.

AAE's agency handling the advertisement is Dowd, Redfield & Johnstone, New York.

Denney to TPA May 1

Charles E. Denney, director of advertising and assistant to the executive vice president of Grace Line Inc., effective May 1, joins Television Programs of America, New York, as vice president and administrative assistant to the president, according to Milton A. Gordon, president. Mr. Denney, before joining Grace Lines a year ago, completed an extensive two-year study of tv station management under the auspices of the doctoral program at Harvard business school while he was serving as a consultant to the broadcast division of General Electric, Co.

MR. DENNEY

T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET

CHICAGO: 16 EAST ONTARIO STREET

This 60-second commercial sells Camay Soap by transforming an ordinary bath into a fabulous experience. The setting takes the viewer from reality into the world of luxury—where cares are forgotten. Unhurried voice-over matches the mood; beautiful product shots never interrupt the pace. *Seemingly* relaxed sell! Produced by SARRA for THE PROCTER & GAMBLE COMPANY OF CANADA, LTD. through THE F. H. HAYHURST CO. LIMITED.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Prime examples of the product-in-use technique! Everyday situations—everyday mishaps like spills on the floor—prove in these 60-second commercials that Johnson's Stride is "the wax you don't have to re-wax every time." By actual demonstration they *ease*, rather than *urge*, the viewer into buying Stride the very next time she shops. Produced by SARRA for S. C. JOHNSON & SON, INC. through NEEDHAM, LOUIS and BRORBY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Lively and believable, this series of commercials for Alps Brau Beer are really fun to watch. Bavarian dancers! Skiers zooming down Alpine slopes! Attractive people everywhere enjoying Alps Brau Beer . . . enjoying the jingle sung by a real Bavarian barmaid. An unusually good combination of casting, continuity and music that sells as forcefully as it entertains. Produced by SARRA for CENTLIVRE BREWING CORP. through GRANT ADVERTISING, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

There'll be no doubt in your mind that babies are still the #1 attention getter when you see this series of 60-second spots for Pet Milk. Babies yawn and fall asleep . . . but the audience doesn't! Even a bachelor would find the situations appealing. Official doctors' formulas are written out to give authenticity to correct infant feeding. Produced by SARRA for PET MILK COMPANY through GARDNER ADVERTISING COMPANY.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

JUSTICE TURNING UP BURNERS ON SEGMENTS OF TELEVISION

- **To confer with FCC on tv network practices April 21**
- **Procedures of talent agents getting closer scrutiny**
- **Screen Gems-Columbia antitrust suit filed in New York.**

The Dept. of Justice has become television conscious.

It is preparing to move against tv networks, if recent increased activity in its study of network program ownership and BMI ownership interests is an indication.

It has stepped up its investigation of talent agencies and the acquisition of Paramount Pictures features by the Music Corp. of America.

It has filed another antitrust suit against a tv film distributor, Screen Gems and its parent company, Columbia Pictures Inc.—and Universal Pictures Inc.

This latest antitrust suit follows by almost exactly one year the Dept. of Justice's antitrust suit against six tv film distributors—including Screen Gems—on charges of block booking.

Next Monday, April 21, Justice Dept. and FCC attorneys are meeting to discuss and consider allegations of forced tie-ins by networks in programs and music. The meeting is being held at the request of Justice Dept. officials [CLOSED CIRCUIT, April 7].

At issue is the question of network ownership of programs and the potential or actual practice of a network forcing an advertiser to buy these programs as against those of independent producers.

A similar potential in the use of music is considered in network ownership interests in BMI.

The Justice Dept. feels, it is understood, that it may be forced to move into this area of tv network practices, even though it agreed to hold in abeyance action in other network practices purported to be monopolistic or in restraint of trade until the FCC completes its current network study hearings.

One of the reasons for this attitude, according to informed sources, is that the network study staff has not yet submitted its program report. The program section was missing in the exhaustive Barrow Report, released last October. At that time the staff had recently won a court ruling giving it the right to obtain information from tv film distributors. This information is still being collected and evaluated, it is understood.

The FCC staff has expressed interest in learning what the Justice Dept. has in the way of information on program practices by the networks, it was disclosed. It hopes to use some of this information in conjunction with the data it has compiled in drawing up the program report.

Allied with its investigation of the so-called tie-in factor involving tv networks is the Justice Dept.'s study of Music Corp. of America and other talent agencies.

The Justice Dept. has received complaints, it is known, that MCA has purportedly used its preeminent position as the leading talent agency to force networks to use some of its lesser-known clients in order to secure the services of some top-talent clients.

The Justice Dept. became particularly interested in MCA when a subsidiary acquired the Paramount Pictures library of pre-1948 feature films for tv distribution. MCA paid $50 million for the rights to distribute 750 Paramount Pictures features earlier this year [AT DEADLINE, Feb. 10].

The implication is that MCA might "tie-in" use of these films with use of its talent clients, or vice versa.

The government's interest in MCA followed shortly after Sen. Joseph O'Mahoney (D-Wyo.) evinced an interest in the MCA-Paramount Pictures deal. Sen. O'Mahoney is a member of the Senate Judiciary Committee and is active in its antitrust subcommittee. He is also chairman of the Senate Judiciary subcommittee on copyright, trademarks and patents.

Talent agencies represent up to 90% of the featured performers in tv. This is in addition to their representation of talent in the fields of stage, screen and night clubs.

Their income from television work of their clients is estimated to run about $50 million a year [LEAD STORY, Oct. 21, 1957]. The two leading talent agencies are MCA and the William Morris Agency.

The Justice Dept. is looking into the relations of talent agencies "one to each other," Assistant Attorney General Victor R. Hansen said last month [GOVERNMENT, March 3]. It will also study, the antitrust chief said, the effect these relationships have on individual actors, writers, composers. The chief trust buster also said that the Justice Dept. has been looking into the alleged control of talent by tv networks. The Justice Dept.'s complaint against Columbia Pictures Corp., its subsidiary, Screen Gems Inc., and Universal Pictures Co., was filed last week in New York district court.

In the civil antitrust suit, the government alleged that the arrangement by Screen Gems to distribute Universal's pre-1948 features to tv stations violated not only the Sherman Act but also Sec. 7 of the Clayton Act.

It charged that Columbia Pictures and Universal Pictures were competitors in the production of feature motion picture films, and that in essence, Universal had given its competitor Columbia rights to distribute its films.

This violates the section of the Clayton Act which forbids the merger of two competitors, or the acquisition by one competitor of the assets of another, which would "tend to substantially lessen competition."

The government claimed that Screen Gems arrangement with Universal falls in the category of one company acquiring a competitor's assets. Screen Gems' deal with Universal took place last year. The Columbia Pictures' subsidiary deal was for Universal's pre-1948 library of 600 features.

The Justice Dept. complaint said that Screen Gems agreed to pay Universal 72½% of the proceeds from television distribution until Universal received $12.5 million; 70% between that figure and $20 million, and 60% thereafter. Screen Gems guaranteed Universal $20 million during the first seven years of the contract, the complaint said. Screen Gems has entered into sub-licensing agreements with tv stations for

THESE CAUGHT JUSTICE DEPT. EYE

These are the investigations and prosecutions now underway at the Dept. of Justice:

INVESTIGATION • Purported tie-in practices by networks, forcing advertisers to use network-owned programs in place of independently-produced shows.

INVESTIGATION • Potential tie-in by networks to use BMI instead of ASCAP music, because of network ownership interests in BMI.

INVESTIGATION • Music Corp. of America and other talent agencies. Forcing buyer to take unwanted talent in order to get wanted talent.

INVESTIGATION • Music Corp. of America. Purchase of Paramount Pictures features. Tie-in potential to force clients to take unwanted talent to get wanted pictures. Or vice versa.

PROSECUTION • Against Columbia Pictures, subsidiary Screen Gems and Universal Pictures. On deal whereby Screen Gems has exclusive tv distribution rights to Universal features.

PROSECUTION • Against Loew's, C&C, Screen Gems, AAP, NTA and United Artists. For block booking of feature film libraries to tv stations.

52 of Universal's library, the complaint said.

Screen Gems began distributing its parent company's pre-1948 library of 547 features early in 1956, the government said. Screen Gems has worked out sub-licensing arrangements with tv stations for 249 of these Columbia pictures, the Justice Dept. said.

The government also charged that Screen Gems agreed to classify Universal Pictures' features on the same basis as those of its parent company and that it agreed not to sub-license any Universal film at terms less favorable than for comparable Columbia pictures. This is price fixing, the government said.

The Justice Dept. asked the court to abrogate the contract between Screen Gems and Universal and to enjoin any further dealings between the two companies.

Principals of both companies declared there was no violation inherent in their agreement.

Milton R. Rackmil, president of Universal Pictures Co., issued the following statement on the suit:

"I have not seen the papers filed by the Dept. of Justice nor have our attorneys and we therefore are unable to make a comment upon the reported legal action. However, we are fully convinced there is nothing in the contract between Universal and Screen Gems which we feel is improper. We will vigorously defend our position and are confident that we will be upheld."

Abe Schneider, president of Columbia Pictures Corp., parent company of Screen Gems Inc., made the following comment:

"Before Columbia and Screen Gems executed the contract with Universal Pictures, we were assured by legal counsel that the arrangement would not be in contravention of any laws. Therefore, we believe that our present position is clear and without jeopardy."

Last year the Justice Dept. filed antitrust suits against six tv film distributors: Loew's Inc. (which distributes MGM pictures), C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Productions Inc. (Warner Bros.), National Telefilm Assoc. (20th Century-Fox) and United Artists Corp. (UA).

The govenment claimed that these distributors forced tv stations to buy films in packages. This contravened the 1948 Paramount consent decree, the Justice Dept. claimed. These suits are still pending.

Earlier this year, United Artists bought AAP for a reported $15 million. Registration with the Securities & Exchange Commission several weeks ago showed that a new company, United Artists Associated, was seeking permission to issue $15 million in debentures to be used to acquire the stock and debentures of AAP.

Supreme Court Ruling Sought In Radio-Tv Sec. 315 Quandary

The U. S. Supreme Court will be asked to rule on the responsibility of radio and tv stations for libelous statements made on the air by a political candidate.

The North Dakota Farmers Union announced last week it will appeal a North

IN TV FILM Rep. Oren Harris, chairman of House Commerce Committee, has told FCC if it acts, as it has said it may, to approve subscription tv 30 days after adjournment of Congress, he'll call new hearings at once.

LONG WAIT FOR TOLL TV

The chairman of the House Commerce Committee has warned the FCC not to authorize subscription television tests after the 85th Congress adjourns this summer.

Rep. Oren Harris (D-Ark.) issued the warning in a three-minute statement filmed for distribution to tv stations. The film was made available last week.

Rep. Harris' committee, after two weeks of hearing, told the FCC to delay consideration of toll tv tests until Congress acted on the subject [LEAD STORY, Feb. 10]. Mr. Harris' new filmed statement said in part:

"Many of us in the Congress have felt that with the Commission taking the action it did recently and authorizing test of pay tv that the Commission has gone beyond its authority as the Congress intended with the Communications Act of 1934. We do not feel that we should oppose the authority of the Commission to experiment with new types of broadcasting but we do feel that the Commission has gone beyond the scope of its authority in authorizing the so-called pay-tv program even of a trial test as it did a few months back.

"Undoubtedly you are wondering what this is that I have surrounding me here [see picture]. These are letters from all over the U. S. from people who are greatly concerned about this subject, expressing their opinions to their Congressmen from every district in the nation. Here we have some 100,000 communications in various forms from people who are greatly concerned. Obviously we could not get all of the communications in this picture, but we did think that we could present what we have here to you in order that you could get some conception of the interest which is being brought to our attention of the people in this all-important subject.

"I can assure you that there has as yet been no test authorized or no pay-tv program authorized and I do not think there will be any time soon. The Commission itself has said in its Report No. 2 that following the adjournment of Congress and 30 days that it intends to authorize the so-called trial test of pay tv. . . . Therefore, it will be my intention, should the Commission decide to undertake the trial test 30 days following the adjournment of this Congress, to call the Committee back together in session and conduct hearings into this entire problem.

"We feel, as these letters have all indicated to us, that it is highly important that the reasons for the action of this Congress be known by the people of America and that it will be the House Committee's intention in its opposition to this approach to the problem to see that the interest of the American people is protected."

The film clip is a shorter version of a 15-minute program Rep. Harris filmed for tv stations in his home district and was made at the request of other broadcasters to explain the committee's pay tv position. Ed Williamson, clerk of the Commerce Committee, said over 150,000 telegrams, letters and post cards have been received on pay tv, with "over 99% against." In addition, individual members of Congress have received thousands (over 20,000 to one congressman) of letters on the subject.

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Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime

WFDF·910

NBC Affiliate in Flint, Michigan
Represented Nationally by the KATZ AGENCY

Dakota Supreme Court decision that upheld the dismissal of a $100,000 libel suit against WDAY-TV Fargo, N. D. The state tribunal ruled WDAY-TV was not liable for statements broadcast by A. C. Townley, an independent candidate for the U. S. Senate [GOVERNMENT, April 7].

The ruling marked the first time a state's highest appellate tribunal had ruled directly on a station's liability for remarks by a candidate who had obtained equal time under Sec. 315 of the Communications Act, according to Douglas A. Anello, NAB chief attorney. Mr. Anello argued the issue before the North Dakota court, participating as a friend of the court.

NAB has long maintained that stations are immune from libel damages under Sec. 315 because it not only requires equal time for political broadcasts but forbids censorship of speeches granted on this equal time basis. NAB President Harold E. Fellows described the North Dakota decision as a major broadcasting victory, voicing the hope it will "provide a stepping stone to final resolution, on a national scale, of our dilemma."

FCC Returns Today To Clear Channel Case

The FCC today (Monday) is considering once again the 13-year-old clear channel case. The Commission is scheduled to spend all day on the proceeding.

FCC Chairman John C. Doerfer announced the schedule at the Barrow hearings last week.

The clear channel case commenced in 1945 when the Commission began studying whether any or all the Class 1-A clear channels should be duplicated and also whether maximum power of radio stations should be lifted from its present 50 kw to 750 kw.

Over the years other facets have been incorporated in the clear channel study. They now include daytime skywave and daytime stations' petition for longer operating hours.

The Commission began considering the clear channel case in earnest last year. Studies were suspended during the Christmas season, not to be resumed until the Commission completed its travail on Capitol Hill.

In his announcement last week, Chairman Doerfer expressed the hope that the Commission might reach a decision on the complex and touchy case soon.

Falcon Application Protested

KBBI (FM) Los Angeles petitioned the FCC last week for either a dismissal or a designation of hearing in the case of Falcon Broadcasting Co.'s application for Class A fm ch. 296 (107.1 mc) in Los Angeles. KBBI said the Falcon outlet would cause "objectionable interference" in an area where KBBI "is expected to provide a high order service without interference of any type." Also, according to KBBI, the Falcon application is contrary to FCC rules on adequate channel separation. KBBI operates on ch. 298 (107.5 mc).

NON-NETWORK MULTIPLE OWNERS HIT BARROW REPORT PROPOSALS

- **Meredith, Storer, Westinghouse testify before FCC**
- **Wailes suggests possibility of fourth tv network**

The three biggest non-network multiple owners in television delivered body-blows last week against the Barrow Report—and especially the report's recommendations to restrict multiple ownership in the 25 top markets.

Testifying last week were spokesmen for Meredith Publishing Co. (Tuesday), Storer Broadcasting Co. (Thursday) and Westinghouse Broadcasting Co. (Thursday-Friday). They spoke out against restriction of multiple ownership, option time, must buys and other of the Barrow Report's proposals. They backed, though not unanimously, a few of the recommendations.

Last week's witnesses completed testimony by multiple owners before the FCC. Testifying earlier were three other non-network multiple owners [GOVERNMENT, March 24] and the tv networks [GOVERNMENT, March 17; LEAD STORY, March 10].

Witnesses this week: tomorrow (Tuesday), ABC affiliates; Thursday, CBS affiliates; Friday, NBC affiliates.

Westinghouse Broadcasting Co.'s prepared statements are covered in the following story. For Friday question-and-answer testimony, see AT DEADLINE.

Present for last week's hearings were FCC Chairman John C. Doerfer and Comrs. Rosel H. Hyde, Frederick W. Ford, Robert T. Bartley, Robert E. Lee and T.A.M. Craven. Interrogating Tuesday was Herbert Schulkind, assistant chief of the rules and standards division, Broadcast Bureau; on Thursday, Robert Rawson, chief of the hearing division, Broadcast Bureau.

First Up: Meredith

Payson Hall, director of radio and tv for Meredith Publishing Co., said the Barrow Report is content with "assumptions, superficial reasoning and speculative evils," as far as it covers multiple ownership. The Barrow recommendations, he said, are "a classic example of proposing legislation and regulation for their own sake regardless of consequence—good or bad."

Following Mr. Hall on the stand were two Meredith station general managers: Frank P. Fogarty, WOW-AM-TV Omaha, and Richard B. Rawls, KPHO-AM-TV Phoenix. Two other Meredith general managers, Paul Adanti, WHEN-AM-TV Syracuse, and E. K. (Joe) Hartenbower, KCMO-AM-FM-TV Kansas City, were present; Meredith's fifth station manager, Frank Lane, KRMG Tulsa, was not present.

Mr. Hall showed sample copies of Meredith's *Better Homes & Gardens* and *Successful Farming* magazines, plus two dozen books, periodicals and other publications pointed at homemaking and farming to demonstrate the company's interest in serving the public in these two fields.

He then described Meredith's pioneering in television with its Syracuse station, built in 1948, noting the station had losses of $440,000 until October 1950.

Mr. Hall felt that while Meredith station management may not be superior to that of independently-owned stations, the company's overall operation assures that the stations are consistently well-managed where this may not be assured in the case of a death, illness or financial problem at another singly-owned station.

Benefits also accrue from pooling of ideas and experience from among Meredith's station managers and home broadcast executives, he said. He said Meredith's central office "guides—it does not run—[the] five broadcasting enterprises."

Mr. Hall said Meredith's record of integration through local management speaks for itself and that a station's service to the community is assured through professional management which "can be replaced if it fails—a result hardly possible where management is solely in the hands of a local owner who by accident, or otherwise, happens to be a poor broadcaster."

Before the present system of multiple ownership is changed, he said, it should first be determined if better programming would be forthcoming; if a single-owner station would bring better service to a community where a multiple owner now operates; and if the single-station owner could make equivalent financing available for investment in programming and technical equipment, particularly in a "marginal" community such as Phoenix, where Meredith operates KPHO-TV at a loss in competition against three network-affiliated outlets, using profits from its other operations.

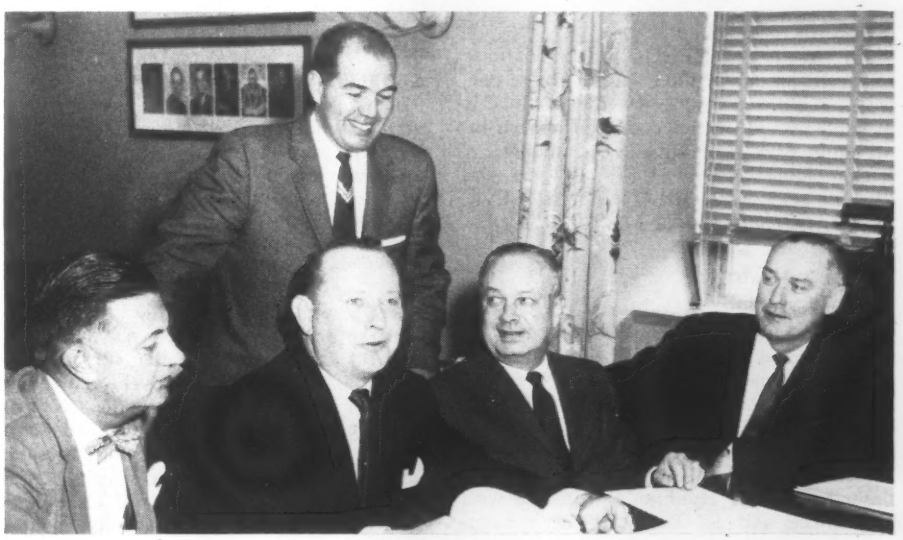
Mr. Hall was questioned by Comr. Ford on his views about multiple ownership. Did he think multiple ownership to be ideal? Should all tv outlets be licensed to multiple owners? Would he place a limit on the number of stations one licensee could own? Would absentee and multiple ownership of all stations be good?

The Meredith executive felt multiple owners are "on the whole good broadcasters"; that the FCC should "let the economy work unhampered" and "not discourage" multiple ownership. He felt the five-vhf limit is good and that a six-vhf ownership rule would be good, too, but he didn't want to see any reduction of the limit; the amount of multiple and absentee ownership, he felt, should be a "matter of degree."

On option time, Mr. Hall felt this way: Meredith's best programs come from the networks; the networks say option time is indispensable to them; therefore, option time is indispensable to Meredith. He thought the present three-hour limit on option time should be retained because, he feels, the system is working so well and is so profitable for stations that it shouldn't be changed. He felt stations prefer to be identified with one network and thus would oppose the option of station time by another program source. He later said Meredith stations certainly would "consider" programs if offered by the NTA Film Network.

Asked for a comparison of network tv and national magazines insofar as they compete with each other, Mr. Hall said that while all media compete with each other for advertising dollars each has its own selling points—and weaknesses.

Mr. Hall told the commissioners that



MEREDITH *Publishing Co.'s broadcasting executives who testified or were on tap last Tuesday for the publishing-broadcasting company's testimony before the FCC on the Barrow Report's multiple ownership recommendations were (l to r) Richard B. Rawls, KPHO-AM-TV Phoenix; Payson Hall, Meredith radio and tv director, who presented the bulk of Meredith testimony; E. K. (Joe) Hartenbower, KCMO-AM-FM-TV Kansas City; Frank P. Fogarty, WOW-AM-TV Omaha, and (standing) Paul Adanti, WHEN-AM-TV Syracuse.*

Meredith magazines have not lost circulation because of tv. He also said that the Meredith stations do not editorialize.

All Meredith's radio outlets are in the black, Mr. Hall said, except KRMG Tulsa. This station, he noted, was breaking even on operating expenses, but is not in the black if depreciation is counted. Meredith bought KRMG last year for $500,000.

Mr. Fogarty described WOW-TV's news and agricultural and religious programming and the station's expansion of these services since it was purchased by Meredith. He said he has authority to editorialize on the air without consulting the home office and to negotiate with the network for programs. He told Comr. Bartley that WOW-TV quite often substitutes other programming for that of its affiliate, CBS, in option time.

Mr. Rawls testified that KPHO-TV was the first tv station in the Phoenix area and before it had local competition was affiliated with ABC, CBS, DuMont Tv Network and NBC. But by July 1955, ABC, CBS and NBC had affiliated with newer stations in the market and DuMont had discontinued, he said, leaving KPHO-TV an independent outlet.

The KPHO-TV manager told how the station set to work—as an independent against network-affiliated competitors—to make KPHO-TV the best independent among markets with four or more stations and the No. 1 Phoenix station in audience popularity and to put KPHO-TV in the black.

The June 1957 ARB report indicates KPHO-TV has achieved the first two goals, but the station still is in the red, he said.

He found it "hard to understand" why KPHO-TV cannot get a network affiliation in light of the ARB top-rated status. He noted a scarcity of "good" half-hour syndicated film programs, but did not know the reason for the scarcity.

Mr. Rawls felt KPHO-TV will continue to survive in competition with the three network stations as long as the station is multiple-owned (namely, can be financed by Meredith from its profitable operations).

Competing against KPHO-TV in the Phoenix area are KOOL-TV (CBS), KTVK (TV) (ABC) and KVAR (TV) (NBC).

Storer on Stand

The possibility of a fourth tv network was proposed by Lee B. Wailes, executive vice president of Storer Broadcasting Co., after he ripped into the Barrow Report's recommendations on multiple ownership and other phases of tv.

Mr. Wailes said a fourth network would be economically possible if it (1) were limited to major cities in a rectangle with Milwaukee and St. Louis at the western corners and Boston and Washington, D. C., at the eastern corners; (2) were interconnected at least in part by low-cost, privately-owned intercity relay facilities, and (3) owned and operated seven vhf tv outlets in the top 25 markets.

But he disclaimed that Storer had any ambitions to start a fourth tv network itself, even if permitted to own seven vhfs. But, he added later, he knew a lot of people with a "network gleam in their eye" who might be willing to help supply the "growing need" for new programs, particularly in markets where an independent station is operating.

Storer stations are WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WIBG-AM-FM Philadelphia and WVUE (TV) Wilmington (Philadelphia), WJW-AM-FM-TV Cleveland, WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami.

Mr. Wailes denied the Barrow Report's statement that there was a "trend" toward multiple ownership in tv from 1952 to 1956, saying that in these years multiple ownership in the top 100 markets increased only 2.8%.

He felt that the Barrow Report proposes a "country-store" form of broadcasting, which would "reduce all stations to a common denominator, thus reducing the competitive position of all stations."

STORER *Broadcasting Co. testimony Thursday in FCC's hearings on Barrow Report's multiple ownership recommendations was presented by Lee B. Wailes, executive vice president.*

Mr. Wailes thought that any price advantages a multiple owner may have in network station rates, smaller commissions to national spot representatives, and lower costs for feature film and syndicated programs result from the "free play" of competition. Over a reasonable period, he said, such price economies should benefit all stations. Mr. Wailes' reasoning: If an experienced multiple owner can negotiate better prices it will be easier for the singly-owned station to ask and get similar consideration.

The so-called "advantages" of multiple owners, Mr. Wailes said, cancel themselves out in the top 25 markets where multiple owners compete with multiple owners or with newspaper or network owners. The result is that strong competitors buck each other instead of smaller, weaker competitors, Mr. Wailes said.

Mr. Wailes objected to Barrow Report proposals that network-affiliate contracts and other transactions be publicized, calling such moves a "major step toward common carrier regulation."

Robert Rawson, chief of the hearing division, Broadcast Bureau, questioned Mr. Wailes closely about Storer's moves into three markets and subsequent affiliation with CBS in each, asking whether Storer and CBS had discussed affiliations before the Storer purchases. Mr. Wailes said he remembered no such pre-purchase discussions.

It was brought out in testimony that Storer's purchase of KEYL (TV) San Antonio (later KGBS-TV, now KENS-TV) was approved in October 1951 while affiliation with CBS had been signed in September 1951 to begin in December 1951. The sale of WBRC-TV Birmingham, then an NBC affiliate, to Storer was approved in May 1953 and a year later WBRC-TV and WABT (TV) Birmingham, CBS affiliate, switched networks.

Mr. Wailes said Storer sold WBRC-TV "reluctantly" in May 1957 to move into the larger Wilmington-Philadelphia market with the purchase of WVUE (TV) there. WVUE is an independent. Storer sold its San Antonio outlet and bought WXEL (TV) Cleveland and a uhf outlet in Portland, Ore., in 1954, with the Cleveland station (now WJW-TV) becoming a CBS affiliate in a little more than three months, switching from ABC. The Portland uhf now is off the air; so is Storer's former uhf station in Miami, WGBS-TV.

Questioned on whether he thought Storer's multiple ownership was solely responsible for getting CBS affiliation, Mr. Wailes said he doubted this factor was responsible "as such." He said he knew nothing of a CBS statement that the affiliation in Birmingham was given to Storer because of its multiple station ownership.

Mr. Wailes said he favored letting one owner own seven vhfs and even "10 or 12" as long as he operates in the public interest.

Next Witness: WBC

More than half of the 142-page statement submitted by Donald H. McGannon, president of Westinghouse Broadcasting Co., was devoted to the company's broadcast operations, including its vast public service program in the various markets where it has stations.

Mr. McGannon filed a supplemental paper noting WBC on April 2 received a George Foster Peabody Award for its public service broadcasting. His point: All the Peabody awards in television went to tv networks, educational tv stations or to multiple owners (KING-TV Seattle of the King Stations and KLZ-TV Denver of the Time Inc. stations were the other two commercial station recipients).

Westinghouse stations are WBZ-AM-FM-TV Boston, WBZA Springfield, Mass., KDKA-AM-FM-TV Pittsburgh, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WJZ-TV Baltimore, WOWO Fort

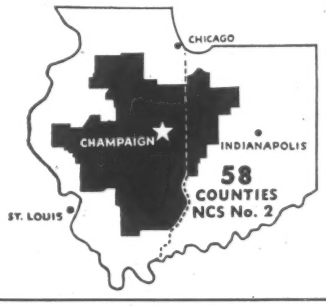
YOU CAN REACH...

58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.

WCIA, Channel 3 puts more than 1,912,300 (NCS#2) prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three "must buys", Chicago, St. Louis, and Indianapolis.

Total families	598,000 (NCS#2)
Retail sales	$2,201,011,000
Total TV homes	390,382 (TV Mag. Mar. '58)



45TH TV MARKET

WCIA 3
Channel

Official CBS *Outlet for*

CHAMPAIGN, ILL.

Champaign-Urbana
Bloomington
Springfield
Danville
Decatur

George P. Hollingbery, Representative

WESTINGHOUSE *Broadcasting officials present for Barrow hearing gather around Donald H. McGannon (seated, c), WBC president, who presented testimony. L to r: seated —Rolland V. Tooke, vice president, Cleveland; Mr. McGannon; Joseph E. Baudino, vice president, Washington; standing—Ralph N. Harmon, vice president, engineering; Harold C. Lund, vice president, Pittsburgh; John W. Steen, counsel; Charles C. Woodard Jr., assistant to president, and Wilmer C. Swartley, vice president, Boston.*

Wayne, WIND Chicago, and KEX-AM-FM Portland, Ore.

A statement also was filed by E. V. Huggins, board chairman of WBC and vice president of WEC in charge of the broadcasting arm. Mr. Huggins charged that the Barrow Report took an "emotional approach" to multiple ownership and criticized the report's recommendations against option time. WEC owns stations, he said, because WBC stations are outgrowths of the nation's first radio station, KDKA, founded in 1920. WEC, naturally, wishes to recover a return on its investment in broadcasting; WEC has a desire to render public service. Mr. Huggins added that Westinghouse wishes to associate its name with broadcasting stations which serve public needs because this "reflects credit on the company's reputation, adds prestige to its name and generally contributes to its overall health and well-being."

Mr. Huggins added that the Network Study Staff in its investigation never sought information from WEC and "very little" from WBC.

Mr. McGannon said it is WBC's "strong opinion" that the Network Study Staff "elicited only such facts and information as best served their pre-conceived conclusions" and called on the FCC to re-examine the report "in a most incisive manner."

On option time, Mr. McGannon said it is a vital factor to tv broadcasting and the Barrow Report recommendations "should not be permitted to place the industry in a defensive position or this practice in an atmosphere of being inherently wrong without ample evidence of injury to the public interest." He also defended must buys.

WBC believes, Mr. McGannon said, that the question of local ownership should be expanded to include the concept of local management—the latter term being the focal point about which must pivot the station's sensitivity to the needs of the community and knowledge of it.

Mr. McGannon said he felt multiple owners are in a position to and in fact do render a better service than single-station owners.

He felt the Barrow Report's recommendation to limit ownership of tv stations to three in the first 25 markets to be "discriminatory and totally lacking in any factual or evidentiary basis that WBC is not rendering the fullest possible service to each of its markets." This recommendation, he said, affects no other present non-network multiple ownership except Westinghouse.

WBC, he said, agrees with these Barrow Report proposals: requiring licensee to continue ownership of a station "for a reasonable minimum period"; requiring networks to file affiliation criteria with the FCC; asking broader distribution of network commercial shows, with safeguards against undue infringement on a regular network affiliate's exclusivity; authorizing FCC to apply fines and other sanctions short of license revocation for not complying with requirements.

Navy Starts Guam Translator

The Navy started its tv translator station on Guam April 4 on ch. 10, with 500 w, to re-transmit programs from Guam's commercial station, ch. 8 KUAM (TV) Agana.

The Navy translator is atop Mount Alutom and serves all of the military installations on the island. The FCC noted that the establishment of the Navy translator is subject to the usual condition that its operations not cause interference with any non-governmental station.

Commission Takes WANB to Task

The FCC cracked down on WANB Waynesburg, Pa., last week, directing the station to "attain strict compliance" with the FCC rules which require at least "one radiotelephone first-class operator in full-time employment and at the station." WANB was asked to notify the Commission of its compliance with the order within 30 days.

Halvick Proposes Toll Tv Twist That Would First Solicit Viewers

A West Coast firm, Halvick Industries, has approached the FCC with a new pay tv idea that suggests that networks try to sell better shows on a toll basis instead of resorting to free methods.

Calling its system Toll Vision, Halvick would act as a "brokerage, underwriting and clearing exchange" in a plan in which the public would be given the opportunity to pre-subscribe to pay tv shows of its choice, which would be produced by the tv networks or independent promoters over network facilities.

Pay tv shows would be paid for prior to their airing, through the use of previously purchased subscription cards good for any show. If enough people expressed interest in a planned show, so that a profit could be assured, it would be broadcast for all to see, even those who had not pre-subscribed.

In the event that a projected production aroused only minimum interest, the pay tv show would be replaced by an "old fashioned" product-sponsored program. Halvick Industries contemplates the possibility of both pay and free tv co-existing together at the same time and over the same network facilities. Certain portions of the country would get the pay tv show for which they had voted, while others would get the sponsored show.

Admiral Signs, FTC Approves Picture Tube Consent Order

Admiral Corp., Chicago, may not sell its television sets without making "adequate disclosure" of the true size of picture tubes, under terms of a consent order signed by the manufacturer and approved by the Federal Trade Commission a fortnight ago. Admiral has denied allegations of the FTC complaint [GOVERNMENT, Nov. 25, 1957] that its advertisements deceive the public by the manner in which tube measurements are listed. By signing the consent order, which is for settlement purposes, the manufacturer has not admitted any violation of the law.

The FTC order says that when a diagonal measurement is used in advertisements either this fact or the viewable area in square inches must be conspicuously disclosed in immediate connection with the measurement. The original complaint charged Admiral with listing diagonal measurements in ads with asterisks referring to a footnote which disclosed that the measure was diagonal and stating total viewable area in square inches.

FCC Hearing Branch Upgraded

The Hearing Branch of the FCC was reestablished as a Hearing Division in the Broadcast Bureau last week, a return to the status the Hearing Branch held prior to Feb. 6, 1956. The Hearing Branch has been in the Broadcast Facilities Div. since that time. The current change, effective immediately, does not involve any of the present broadcast hearing staff, under Robert J. Rawson.

"DECOY," starring Beverly Garland

One look and ten of America's top stations bought "DECOY" within two weeks after sales began. Six weeks later, "DECOY" had been sold in 17 of the 25 major markets, plus 36 key secondary markets. *Now,* "DECOY" *is sold in* 80 *markets — 24 of the* 30 *major ones and* 56 *secondary markets!*

First ratings prove "Decoy" is winner by a landslide against every kind of opposition.

Oklahoma City...34.1 A.R.B....Friday 9 PM
Against "Cavalcade of Sports" **18.9,**
"Walter Winchell File" **6.9**

Boston...24.3 A.R.B....Sunday 10:30 PM
Against "State Trooper" **10.5** "What's My Line" **7.6**

Buffalo...25.8 A.R.B....Tuesday 10:30 PM
Against "Highway Patrol" **25.3** "O'Henry Playhouse" **7.7**

New Orleans...28.9 A.R.B....Thursday 10 PM
Against "Gray Ghost" **14.3,**
"News and Million Dollar Movie" **2.8** and **0.1**

Produced by Pyramid Productions

"Decoy" looks—and IS—No. 1! For ratings like these, call

OFFICIAL FILMS, INC.
25 West 45th Street, New York
PLaza 7-0100

REPRESENTATIVES: *Atlanta / Jackson 2-4878 • Beverly Hills / Crestview 6-3528 • Chicago / Dearborn 2-5246 • Cincinnati / Cherry 1-4088 • Dallas / Emerson 8-7467 Fayetteville / Hillcrest 2-5485 • Ft. Lauderdale / Logan 6-1981 • Minneapolis / Walnut 2-2743 • San Francisco / Juniper 5-3313 • St. Louis / Yorktown 5-9231*

What 45 timebuyers think about ratings

Formation of a "non-profit audience research organization" by agencies, advertisers and media was one suggestion that came back when NBC Spot Sales canvassed its new Timebuyer Opinion Panel on the subject of program ratings. This was only one of several proposals advanced by timebuyers, many of whose remarks are excerpted below. Among others:

That all markets be surveyed monthly; rating books should be published and delivered more quickly; each book should contain an alphabetical index of programs; service should initiate sec... were... should be "mor... agencies; all ratin... audience compos... should report on... switch from one ... another according to which gives it the best marks.

The comments:

SEYMOUR BANKS, *manager, media planning ... research, Leo Bu... Chi...*

"Tele... com... medium... only one element... procedure. Others a... ce composition, cost, relationship ... ween commercial and surrounding material—programs, announcements, etc.—geographical distribution of audience, patterns of accumulation and frequency of exposure over time."

ANN JANOWICZ, *manager, ... ment, Ogilvy, Benson & M... Ne...*

"Ratings are indications ... sions. All rating services ... be reviewed and used as bu... for their numbers but for t... of relating one availability t... more rating information avai... Although the rating services a... supposed to be measuring the same thing—size of audience—the differences in their techniques tend to adjust their findings. Therefore, you cannot compare a rating of one survey with a rating of another. The comparisons must be made with... the same s... different surveys ... can quote differ... but a buyer can get so... of using both by comparing trends and overall popularity appeals of program types."

PAUL CLARK, *timebuyer, Foote, Co... New York.*

"Ratings are ... as ABC data is to... They help determine value ... advertising and keep costs at reasonable levels. The ever-present problems are that they are self-contradictory and conflict with other services in the...

W. ARTHUR FIELDEN, *Bishopric ... Miami.*

"A. Need demonstration acceptable by layman as to adequacy of 'sample'. The statistical gobbledygook available is confusing.

"B. However [ratings are] far better than guesswork, client's, relative's opinions, etc. A useful tool if intelligently studied."

DOUGLAS K. BURCH, *media group supervisor, Leo Burnett Co., Chicago.*

"Ratings, while important, are but one measure of an availability's suitability and desirability. Experience, know-how and sound judgment are the good ... stock in trade. At best ... indi... and ... worst ... many ... buyers are guilty of ... ing as an absolute measurement. Properly used, ratings are a guide, never a crutch upon which to support decisions."

ROLAND C. GALLMAN, *tim... Erwin, Ruthrauff & Ryan, Los A...*

"Since I buy st... out 95 ... service with ex... markets, is the ... not only because it ... is the only service available, but for comparison of markets for a syndicated or network show. The advertiser wishes to see only ARB ratings. If we were not consistent, we could pick the service with the ... rating, when more than ... ARB reports ... easi... work with ...

GUN... ... *...ices are gi... im... riving at ti... ...ons. ...e misinterp... ...one ... ...his ... ...sales ... passive listening is not reflected ... who is listening or the buying power or needs of the listener."*

PAUL DAVIS, *media director, McC... Erick... Los Angeles.*

"The greatest ... is th... ency ... ...phic ... adver... ratings. Any ... ...er knows that subjective ju... must be exercised and that rigid reliance on inflexible statistical ... formulas is too constricting for o... chasing performan... There re... siderable educatio... grou... vertising ... ...ssion... ...d to the strengths ... ...tings ... present rating sys-

CHARLOTTE B. SMITH, *owner, Ch... Smith ... Adv., Seattle.*

"Ratings, at best, ap... con... are—ov... a ... ...e—... ...trends. ... ...le about the audi... ...ce ... ...od, its education, and ...most ... ...wants'.

"... The best help we know in filling in the gaps is an alert, well-informed station representative who is willing to, and does, report frankly on what his station can do, and so alerts us to opportunities gained in his more personal knowledge of the station and market.

ANITA WASSERMAN, *timebuyer ... ner, Adv., New York.*

"I am distressed at the widespread ... —and fight it in myself—to use rating ... the final, all-inclusive reason for makin... buy. I am glad that our agency is not ... of those which restrict timebuyers to ... use of one rating service in making ... sions. All are of use—all have their ... tions, either in sample-size method ... etc. Judgment, experience, atmosphere ... your spots to hit the audience you ... sell, station's integrity and acceptance ... the local community all must be con... —not ...

TONI PEARSON, *timebuyer ... Washington.*

"When the rating becomes the end ... than the means, and a set of figures ... cepted as the essence, rather than the ... bolic figure of living, buying for non-... flesh-and-blood people, timebuying ...

Time Buyers Who Check Know WCKY Gives Them A Buying Audience in Cincinnati— Not Just Numbers!

☑ Largest Adult Buying Audience

☑ 50,000 Watts of SALES POWER

☑ Best Cincinnati Area Coverage

☑ Top D. J. Salesmen

☑ Complete News Coverage

☑ Lowest Cost per Thousand

☑ Recognized for Community Service

JOHN J. HACKETT, *chief timebuyer, Knox Reeves Adv., Minneapolis.*

"Rating services are a valuable tool for measurement of radio and television. They are not perfect by any means but should be used with a great deal of thought and preparation in air media measurement. We need [illegible] especially in tv, to find out [illegible] size, audience composition, impression value and motivation of radio and television commercials."

GEORGE CHAMBERLIN, *general manager, Henry Quednau, Inc., Miami.*

"At best, ratings are just one indication of probable average size of audience over a period of weeks or months. They may indicate the trend of a program's popularity only if competitive programming remains static. Aside from audience composition, ratings [illegible] about the character of the [illegible] degree of attentiveness. Take all ratings with several grains of salt! They work better for you that way."

JOHN F. DONOHUE, *media director, Lloyd Mansfield Co., Buffalo, N. Y.*

"Rating services for the most part should be taken with tongue in cheek, especially those who may be tempted to compare one against the other. I feel that only the trends of the market can be used since all rating services are basically different, having distinct methods, questions and premises to attain their desired goals. Rating services [illegible] beyond the point of being misused by the stations to point up their superiority even though this may be totally untrue. I further feel that the only sure-fire cure for the rating ills would be local independent surveys, taken by competent, unbiased statisticians or sociologists and not [illegible] this undertaking. This situation, of course, is a Utopian concept."

MRS. MURIEL LAMPPORT, *timebuyer, Meldrum & Fewsmith, Cleveland.*

"Of course, there is a crying need for improvement of the current rating services, through better methods and wider scope and coverage. But there is also a need for more intelligent application of rating information [illegible] supplied to timebuyers who have to [illegible] rating information [illegible] the need to train novice buyers in discriminating use of today's rating services."

COMMENT LIMITED ON INTERIM REPORT

- **Schwartz says it repeats**
- **FCC commissioners silent**

Dr. Bernard Schwartz, fired two months ago as chief counsel of the House Legislative Oversight Subcommittee, last week said the subcommittee's recently released interim report [LEAD STORY, April 7] "basically repeats all of the charges made in my original memorandum." He also charged the subcommittee is operating on "borrowed steam."

Appearing on *College News Conference* (ABC-TV, Sunday 2:30-3 p.m.) April 6, Dr. Schwartz told his youthful interrogators the "report is a good one [but] in certain respects it does not go far enough." This is especially true, he said, in that it tells the FCC to author its own code. He felt Congress should legislate such a code and that it should contain "criminal sanctions."

With Congress home for the Easter recess (it reconvenes again today [Monday]), official reaction last week to the report was practically nil. All six FCC commissioners declined to comment.

There still has been no indication of the time or subject of the next phase of hearings to be held by the subcommittee. Rep. Oren Harris (D-Ark.), chairman of the oversight subcommittee and its parent Commerce Committee, and other subcommittee members were not in Washington last week.

However, several hearings (on non-broadcast matters) by other subcommittees of the House Commerce Committee were announced last Monday and these will involve most members of the oversight subcommittee.

The "whitewash" charge against the subcommittee was repeated in the television appearance last week by Dr. Schwartz, who said it held hearings on the Miami ch. 10 grant "solely because the committee was on the spot." He said unauthorized public disclosure of his Jan. 4 memorandum [LEAD STORY, Jan. 27] was "the only thing that induced the committee to hold public hearings." The memorandum charged members of the FCC with official misconduct and malfeasance in office; Dr. Schwartz later accused then Comr. Richard A. Mack of "pledging" his vote in the ch. 10 case.

By a 7-3 vote, the committee had decided not to go into the misconduct charges and ch. 10 case, Dr. Schwartz stated. In "leaking" the report to the press, he said he was just trying "to get the public spotlight on this so it could not be hushed up." On the Miami ch. 10 grant, Dr. Schwartz said: "The decision on its face was so wrong that you began to wonder."

The subcommittee, he observed, was "in the position of a group of fanatic vegetarians who were suddenly made the trustees of a butcher shop and told to promote the sale of meat."

Dr. Schwartz further charged the subcommittee has not gone beyond what was investigated while he headed the staff. "Everything that has been developed . . . at the recent hearings was material developed while I was chief counsel," he charged. "So far as I know they have developed nothing of any importance in the two months since I have left. Indeed, the investigating staff has been immobilized during that time. How long can they continue on borrowed steam?"

Robert W. Lishman, who succeeded Dr. Schwartz as chief counsel of the subcommittee, said last week his predecessor "undoubtedly was a diligent" individual but that there is "nothing in our files to show the results of that diligence. . . . Our files are extremely bare. . . . I found them extremely disorganized."

Although Dr. Schwartz said, during the tv interview, he had 17 tv cases under study, Mr. Lishman stated "there is an extreme lack of factual materials" in the subcommittee files except on the Miami grant to National Airlines. (Rep. Harris has stated the investigators have 20-25 other comparative decisions under study.)

In future hearings, Mr. Lishman promised last week, "smear techniques" will not be used and the subcommittee will have full facts and proof before names or charges are issued.

Hitting the appointment of John S. Cross to succeed resigned Comr. Mack, Dr. Schwartz said the President had an opportunity to appoint a "really outstanding" person but instead "chose a man . . . described as a pedestrian bureaucrat."

Stations Remain in Lamb Suit As Court Dismisses Owner Firms

Two owners of Nashville tv stations were dismissed Wednesday as defendants in four-year-old libel suits totaling $1 million, but charges against the two tv stations—WLAC-TV and WSM-TV—remained in court.

Broadcaster-publisher Edward Lamb filed the suits in 1954, charging that he had been libeled by former Rep. Pat Sutton (D-Tenn.) in a 26½-hour telethon. One suit sought $500,000 damages from Rep. Sutton, WSM-TV and its owner, National Life & Accident Insurance Co. The other sought the same amount from WLAC-TV, its owner, Life & Casualty Insurance Co., and the congressman.

During the telethon on the two tv stations and six radio stations, Rep. Sutton reportedly referred to Mr. Lamb as an "avowed Communist." Mr. Lamb, at that time, was facing an FCC hearing on renewal of the license for his WICU-TV Erie, Pa. The FCC did not renew the license until 1957.

Anti-Pay Tv Sentiment Heavy In Survey of Michigan District

The residents of Michigan's Sixth Congressional District are 8-1 against pay tv, according to a survey taken by Rep. Charles E. Chamberlain (R-Mich.). One question in a 16-point questionnaire mailed by the congressman to constituents early in February asked: "Do you approve of the proposal to establish pay television on a trial basis?"

All but 2,000 of the approximately 11,800 replies were tabulated by IBM, with 7,870 voting against a toll tv trial, 1,030 for a trial and 831 with no opinion. The remaining 2,000 responses were tabulated by Rep. Chamberlain's office and showed similar results. Of the overall total, 81% were against pay tv, 11% for a test and 8% expressed no opinion.

Of those who expressed an opinion on the subject, "hundreds" commented on their reasons, Rep. Chamberlain's office said last week. Prior to the questionnaire, the congressman had received "as much mail on pay tv as on any domestic issue," his office reported.

Opponents Set to Face Smathers Bill Hearing

Opponents of a bill (S 2834) which would prohibit radio and tv licensees from publishing music or manufacturing or selling records will get their first chance to testify this week when hearings by the Communications Subcommittee of the Senate Interstate & Foreign Commerce Committee resume.

The witness list for the Tuesday-through-Thursday hearings includes several musicians and state broadcasting association presidents. The bill in question was introduced last summer [GOVERNMENT, Aug. 26, 1957] by Sen. George Smathers (D-Fla.).

If it becomes law, the bill would force networks and the many stations owning stock in BMI to sell their interests and also would require the same groups to dispose of recording companies. Two weeks of testimony by proponents of the bill already has been taken [GOVERNMENT, March 24, 17] by the subcommittee, headed by Sen. John O. Pastore (D-R. I.).

Sen. Pastore announced that after testimony this week, the hearings will reconvene May 6 with further testimony by opponents of the bill. Also, he said, the FCC will be asked to testify in late May or early June. The parent Commerce Committee has two hearings on broadcasting matters scheduled next week: April 22-23 on S 582 (by Sen. William Langer [R-N. D.]) prohibiting the advertising of alcoholic beverages in interstate commerce; beginning April 24 on S 2119 (by Commerce Committee Chairman Warren Magnuson [D-Wash.]) appropriating up to $1 million to each state for educational television.

Witnesses scheduled to testify against the measure this week include—Tuesday—Sydney M. Kaye, board chairman and general counsel of BMI; James Howe, president, WIRA Ft. Pierce, Fla., and president of Florida Assn. of Broadcasters; Gene Autry, cowboy personality, multiple-station owner and member of ASCAP; Harrison Kerr, dean of College of Fine Arts, Oklahoma U.; Milton Mitler, president, WADK Newport, R. I., and president of Rhode Island Broadcasters Assn., and Ben Strouse, president, WWDC Washintgon and former president of Maryland-D.C. Broadcasters Assn.

Wednesday—Gov. Frank G. Clement of Tennessee; country music personalities Roy Acuff, Eddie Arnold and Pee Wee King, all members of BMI; Grover Cobb, vice president, KVGB Great Bend, Kan., and presi-

dent of Kansas Broadcasters Assn.; Frank Jarman, general manager, WDNC Durham, N. C.; Elden Shute, vice president, WKTQ South Paris, Me., and president of Maine Broadcasters Assn.; E. R. Vadeboncoeur, president, WSYR Syracuse, N. Y., and former president of state association; W. Randall Davidson, general manager, WAKN Aiken, S. C., and president of state association; Leo Morris, general manager, WBBZ Ponca City, Okla., and president of Oklahoma Broadcasters Assn., and John Patt, president, WJR Detroit.

Thursday—Bandleaders Sammy Kaye (BMI) and Ray Block (ASCAP); singer Jane Pickens; Jimmie Davis, former governor of Louisiana; tv-recording personality Nat (King) Cole (ASCAP) or his wife; Sam Phillips, president, WHER Memphis, Tenn.; Malcolm Merrick, personal manager for radio-tv-movie star Jack Benny, and Eddie Gallaher, WTOP Washington disc jockey.

Atlanta Stations Prepare Defense To Program-Imbalance Charge

Atlanta radio stations queried by the FCC three weeks ago regarding purported imbalance in their program structures [CLOSED CIRCUIT, March 31] were preparing responses this week following receipt of the Commission's detailed letter of inquiry.

Stations involved are WAKE, WAOK, WEAS, WERD, WGST, WQXI, WTJH (East Point, Ga.) and WIIN (Decatur, Ala.).

Five Atlanta stations had their licenses renewed with no questions raised about their programming. They were WSB-AM-FM, WAGA-AM-FM and WYZE. WGKA-AM-FM was told that its application for license renewal was received too late to process. WAGA-AM-FM has not been renewed but no question has been raised regarding programming. Its renewal has been deferred pending clarification of purported collusion with its network.

All radio stations whose license renewals were deferred claim they have a clean bill of health.

Questioned by the FCC were the composite week logs furnished by stations when applying for license renewals. Indications were, it was learned, that the stations queried had little or no so-called public interest programs.

The FCC's letter to the stations was as follows [edited to protect the addressee]:

"Gentlemen:

"The Commission considered your application on March 27, 1958 and withheld action thereon pending further study of the station's past and proposed operation. In the course of the staff review of Section IV of the renewal application, it is noted that during the 1957 composite week the station did not devote any time to [deleted] programs and very small amounts of time to [deleted]. It appears from the application that the station's format consists primarily of recorded music and news. Additionally your response to the request for a statement on the policy to be pursued with respect to [deleted] does not provide sufficient information to permit a determination of the station's policy.

"In view of [deleted], there is a question whether the station is meeting its responsibilities and obligations to the Atlanta community in adopting a program format which omits, to a large degree, any educational, discussion, agri-

FEDERAL EYES AND EARS

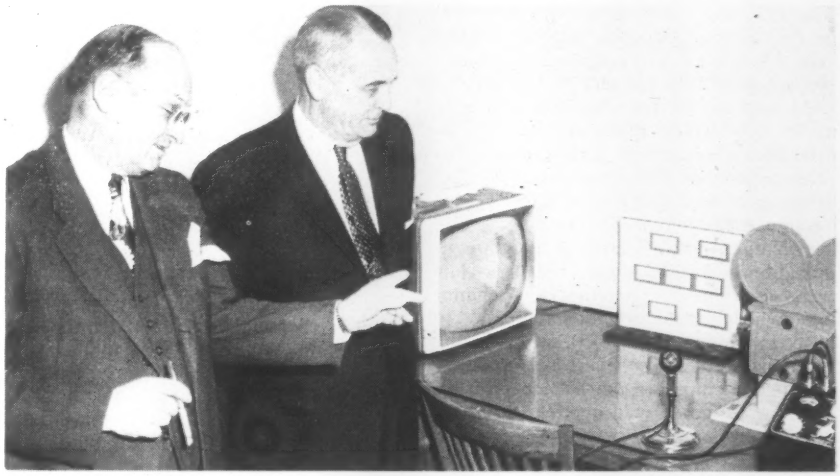
The government has mechanized its war against the unscrupulous broadcast advertiser.

In Washington the radio-tv monitoring unit of the Federal Trade Commission headquarters staff now is fully equipped with kinescope and recording equipment, giving attorneys something to show for their hours around the receiver. They used to monitor at home, later requisitioning copies of questionable commercials from their source, and this is the way field officers still conduct monitoring.

The Washington operation now is geared, however, for quicker action. A continuously operating tape recorder takes down television audio from station sign-on to sign-off. Lawyers study the tape record for deceptive ad claims, picking out dubious spots for kinescoping the next time they come around. Radio monitoring is considerably simpler, involving only the audio record.

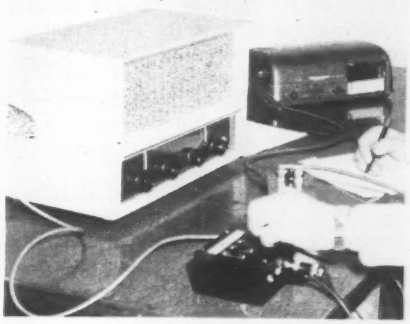
Mobilizing against deceptive commercials has cost the FTC more than $3,000. If the Washington unit is productive, presumably the federal agency will equip offices in the field.

The monitor unit's box score since it was created in October 1956 shows about 10 formal complaints against radio-tv advertisers and 17 other cases settled without running the course of litigation. Officials claim a noticeable decrease in commercial exaggerations since the watchdog unit was created.



THE SOURCE *of government evidence in the case of the people vs. the fraudulent tv advertiser is pointed out by T. Harold Scott, FTC legal adviser and head of the broadcast monitoring unit. Questionable commercials are recorded sound-on-film by the kinescope system, with a title card (c) to establish "credits." Looking on is Harry A. Babcock, now executive director of the trade commission but who was chief of the bureau of investigation at the time the monitoring program was set up.*

PRIOR *to kinescoping, preliminary tv reconnoitering is done by taping audio from the unit's other receiver, operated at left by Joseph J. Connolly, chief project attorney for the monitor unit. Simultaneously (below) radio commercials are checked for violations on the FTC's powerful set.*



cultural and talk programs. Accordingly it appears that further inquiry into the station's operation is warranted in order to determine whether the particular needs and interests of the community are being served. It is realized, of course, that a station is not expected to conform to a rigid standard with respect to the amount of time it devotes to particular types or classes of programs. The Commission is aware that in the day-to-day operation of a broadcast station numerous questions of policy will determine the selection of programs so that the amount of time devoted to particular types or classes of programs may vary with the facts and circumstances in each case. Also it is recognized that under the Communications Act of 1934, the Commission cannot direct the licensee to broadcast or refrain from broadcasting a particular program or censor the content of a particular program. Nevertheless it has been the experience of the Commission that minimal showings for agricultural, educational, discussion and talk programs in the program structure are sometimes indicative of the failure on the part of the licensee to maintain a program service designed to serve the needs and interests of the community.

"In view of these considerations, your comments regarding programming matters are requested. The information requested herein should be filed at your earliest convenience in order that further consideration may be given the application of renewal of license to Station [deleted].

Comments Asked on WWLP Plan

The FCC last week invited comments by May 16 to the proposed channel change of ch. 22 WWLP (TV) Springfield, Mass., to substitute ch. 76 for ch. 75 in Concord, N. H., and ch. 69 for ch. 74 in Bennington, Vt. This would make ch. 74 available for translator operation in Springfield, Vt. At the same time, FCC dismissed WWLP's previous proposal which sought to have ch. 15 assigned to Concord by making various other changes in the tv table of assignments. The station had been advised that the Canadian Government contemplates channel usages which would preclude allocation of ch. 15 to Concord. WWLP, after further allocation studies, believes the revisions which it contemplates can be accomplished by its new proposed rule making, according to the FCC.

'BRAINWASHED'

FCC has been confronted by a Constitution-waving Florida lawyer who petitioned the Commission for a "redress of grievances" based on the First Amendment. Declaring that he had been deprived of "the whole truth about health matters . . . fundamental rights to life, liberty and property," Walter Armstrong demanded that the FCC "restrict broadcasting licenses" in their production of programs dramatizing "the killing diseases" and in the solicitation of funds for medical charities.

Mr. Armstrong feels that last month's *Armstrong Circle Theatre* drama "The Meanest Crime in the World," on CBS-TV, "brainwashed" him into questioning the effectiveness of certain unrecognized "cures" for cancer. The program "unmercifully" dramatized the treating of patients "by licensed doctors other than American Medical Assn. doctors . . .," lawyer Armstrong declared.

The Armstrong show, which was not in any way associated with AMA, was based on material from the files of the Food & Drug Administration and depicted measures taken by that agency to expose the phoney "doctor."

COURT HEARS APPEAL ON WSPA-TV SHIFT

- **FCC actions criticized**
- **Arguments under advisement**

The U. S. Court of Appeals in Washington took a verbal slap at the FCC last week during arguments on appeal of the FCC's decision of last July 22 reaffirming its 1954 grant which authorized WSPA-TV Spartanburg, S. C., to modify its construction permit. The court took the arguments under advisement.

Chief Judge Henry W. Edgerton and Judges David L. Bazelon and Charles Fahy posed the question of whether the FCC defied the court's order (September 1956) reversing an earlier affirmation (March 1956) by the FCC and the court's remand of the case to the Commission.

Last week's moves were the latest in the four-year-old litigation involving WSPA-TV's location of its transmitter on Paris Mountain instead of Hogback Mountain as originally authorized in 1953. The appeals of WAIM-TV Anderson and WGVL (TV) Greenville, both South Carolina, were argued by Ben Cottone of Cottone & Scheiner and WSPA-TV and the FCC's rebuttals by William Dempsey of Dempsey & Koplovitz and FCC Assistant General Counsel Richard Solomon.

Judge Edgerton said last week that the court's September 1956 reversal order found that WSPA-TV had made a "calculated and deliberate" misrepresentation in not disclosing to the FCC that it intended Paris Mountain as its transmitter site instead of Hogback Mountain, designated in its original application. In its decision last July 22 the FCC said that while WSPA-TV misrepresented its intentions, the misrepresentation was not "willful" nor intended to deceive.

Judge Edgerton added that for the moment it appears to him that the FCC, "instead of deciding the misrepresentation this court found was sufficient to prove unreliability" and rejecting the WSPA-TV application, held the misrepresentation was not what the court said it was. The other judges expressed similar skepticism of the FCC decision.

Mr. Cottone for WAIM-TV and WGVL, both uhf stations, charged "open defiance" of the court's ruling by the FCC and said the FCC action "hits a new low for rough-shod abuse of due process rights."

Mr. Solomon said the FCC did not feel WSPA-TV was willful in its misrepresentation, only that the station failed to give all the facts in neglecting to say in its application that it was undecided on whether to build on Hogback or Paris Mountain.

Mr. Dempsey said that while WSPA-TV was wrong in failing to reveal that it was doubtful about building on Hogback, the firm did not believe it was required to reveal such doubts.

WSPA-TV received its initial grant of ch. 7 in 1953 calling for its transmitter to be located on Hogback Mountain, but before beginning construction asked for special temporary authority to build on Paris Mountain. Paris Mountain is nearer Greenville and Anderson than Hogback. The FCC granted the STA and WSPA-TV went on the air in January 1954 at the new location.

WSPA-TV then asked for change in permit to specify Paris Mountain, which was granted by the FCC without a hearing in April 1954. The two uhf outlets protested the STA and also the modification. Their protests were denied by the FCC and they appealed to the U. S. Appeals Court in Washington. The court remanded the case to the FCC for hearing in March 1955. An initial decision was issued and in March 1956 the FCC affirmed the grant. The uhfs appealed again, the court remanded the case in September 1956 and the FCC reaffirmed its 1954 decision last July.

One of WSPA-TV's main reasons for moving to Paris Mountain was that CBS had told the station it could not affiliate with WSPA-TV if it built on the Hogback Mountain site because of overlap with WBTV (TV) Charlotte, N. C., an existing CBS affiliate. WSPA-TV received the CBS affiliation after building on Paris Mountain.

AMST Opposes Storer Bid

The Assn. of Maximum Service Telecasters Inc. last week added its voice to those of WNBF-TV Binghamton, N. Y., and WPRO-TV Providence, R. I. [GOVERNMENT, April 7] in opposing Storer Broadcasting's petition to the FCC to construct an experimental station in the Wilmington-Philadelphia area. The proposed station would operate on ch. 12 with the regular program schedule of Storer's ch. 12 WVUE (TV) Wilmington. Storer is an AMST member. AMST declared that granting the Storer request would violate the FCC rules on minimum mileage separations in that the site of the proposed station is "26 miles short of the required 170-mile minimum co-channel mileage separation." Grant of the Storer experimental station, AMST noted, "would bring a long procession of similar requests, threatening the nationwide allocations system."

New Antenna Farm Recommended

The Airspace Panel of the Air Coordinating Committee last week announced that it has recommended establishment of a tv antenna farm for the Davenport, Iowa-Moline and Rock Island, Ill., area which would be located 12 miles south-southeast of Moline. The panel also recommended an antenna farm within the city limits of Duluth, Minn.

At the same time Airspace recommended FCC approval for an 836-ft. tower for ch. 11 KGLD (TV) Garden City, Kan., satellite of ch. 2 KCKT (TV) Great Bend, Kan., to be located approximately 12 miles south of Garden City; a 1,065-ft. tower for Moline Television Corp., one of six applicants for ch. 8 in Moline, to be located in the projected farm area, and 1,116-ft. tower for Two States Television Co., applicant for ch. 12 Mankato, Minn., to be located two miles northeast of Lewisville, Minn.

FTC Hears Argument On In-Store Plans

The Federal Trade commissioners have heard arguments on six grocery manufacturers' appeal from an FTC examiner's recommendation to prohibit them from using broadcast in-store promotion plans unless all store customers can participate [GOVERNMENT, July 30, 1956, *et seq.*]. The proposed order threatens the time-for-display swap widely used by broadcasters in grocery merchandising.

Respondents in the consolidated case are General Foods Corp., Groveton Paper Co., Hudson Pulp & Paper Corp., P. Lorillard Co., Piel Bros. Inc. and Sunshine Biscuits Inc. Their attorney, Cyrus Austin of New York, called the FTC examiner's conclusion that they "were the true sponsors" of chain-store merchandising plans by network-owned stations "speculative and remote." The argument took place March 26.

He emphasized the government and respondents have stipulated that contracts were made independently between broadcasters and advertisers and between broadcasters and stores. Advertisers were solicited by means of station brochures which referred to agreements already in effect with chain groceries, the lawyer said.

An analogy of a whistle premium contained in a box of breakfast food was drawn to support the grocery suppliers' appeal. To say that advertisers supported broadcasters' store promotions is equivalent to saying that a housewife who bought the breakfast food made payment for the benefit of the whistle maker, he said.

J. Wallace Adair of the FTC, arguing for adoption of Hearing Examiner Abner E. Lipscomb's initial decision, said the Robinson-Patman Act prohibits disproportionate benefits to customers whether achieved directly or indirectly. The respondents did in effect support the store promotion plans because broadcasters had short-term cancellation options in their contracts with chain stores, he said. He answered arguments on contractual aspects of the question by saying the case was concerned with public law, not contract law.

Commenting on the "devious scheme" to grant promotional favors to chain stores, Mr. Adair said that CBS, which filed an *amicus curiae* brief, and the respondents seemed to be saying that the government cannot reach broadcasters in this instance and cannot reach the respondents because they were operating through broadcasters.

Asked by a commissioner if the in-store plans were "hard-hitting and successful," the prosecutor replied that they started in 1951 and still were going on.

A. W. DeBirny, attorney for Sunshine Biscuit Inc. and formerly on the FTC staff, appeared before commissioners to protest that the form of the proposed FTC order to cease is too severe and doesn't furnish specific advice and guidance. It was "outrageous" for the commission to issue the complaints without notice, he said, continuing that Sunshine ceased using the displays immediately on receiving the complaint.

From the winner of the

VARIETY

SHOWMANAGEMENT AWARD

(For the Re-Birth of Radio!)

To the George Foster Peabody

In the category of Public Service and Human Relations

Congratulations!

We're proud of our sister operation, KLZ-TV

for being the *first* and only Colorado TV or Radio station to win this highly coveted award for distinguished and meritorious public service (for "Panorama").

Another outstanding example of KLZ's programming in the public interest. KLZ-Radio's DENVER AT NIGHT... PARTY LINE and other personality shows—winners of the Variety Showmanagement Award—are better than ever with SELLING showmanship.

REPRESENTED BY THE KATZ AGENCY

KLZ RADIO 560 Kc

CBS FOR THE ROCKY MOUNTAIN AREA

TV'S GOOD COURTROOM MANNERS EARN MISSOURI JUDGE'S PRAISE

Tv coverage of a murder trial by KOMU-TV Columbia, Mo., brought this comment from Circuit Judge Sam C. Blair:

"Hardly anyone knew you were there. I hope you come back again. The public has a right to know, a right to hear and a right to see."

Legal proceedings began last August after a party of horseback riders discovered two bodies in an Ozark field. Public interest ran high at the preliminary hearings. The trials were moved to other counties.

The first trial was held in Cole County (Jefferson City, state capital), starting March 31. Phil Berk, KOMU news director, and Dan Crossland, cameraman, decided to work from a balcony. Four rows of fluorescent lights in the courtroom cast an even light that was suitable for Tri-X film (ASA 500, normal DK-76 development). Most shots were made at 25 feet using a 25mm lens set at f2.

Approval to work with an Auricon Cinevoice silent camera was given by Defense Counsel Will F. Berry, Jr., of Versailles; Miller County Prosecutor Leroy Snodgrass; Cole County Prosecutor James T. Riley, and Judge Blair. The judge stipulated "that you don't divert the jury's attention nor arouse defense objections which could lead to a new trial. I'm not worried about your distracting anyone, nor of your influencing the jury, since they'll be locked up and won't see your telecasts."

FILM CLIP *shows courtroom scene at Jefferson City, Mo., as KOMU-TV Columbia covers court trial. Judge Sam C. Blair instructs jury in murder trial. Microphone was concealed by right hand of L. E. Bredeman (r), court reporter.*

Judge Blair ruled that no sound be made during direct testimony under the Cloture rule, lest other witnesses be influenced unduly. Silent film was broadcast, with narration by Mr. Berk. Sound-on-film was shot only during such pre-set events as the judge's instructions to the jury, attorneys' summations and delivery of the verdict.

Trial film was sent 30 miles to Columbia and aired on the KOMU-TV *Regional Roundup* at 6 p.m. and the *News Roundup* at 10 p.m.

Bill Cannady, KLIK Jefferson City, held a phone line open to the KOMU-TV newsroom while the verdict was being read. When the clerk read the verdict of acquittal for Victor I. Varner, Mr. Berk shot silent film of his embrace with his wife.

Defense counsel said, "I feel your coverage of this trial has been fair and honest. I've had no objections to this coverage and feel the public should benefit by such reporting."

Judge Blair added this comment, "Your television coverage should have a salutary effect on the public. Too many, through being uninformed, believe that court procedures are farcical and too often feel there are miscarriages of justice. They don't visit the courtroom. If we can bring the courtroom to them, they can see how trials are conducted. You KOMU-TV newsmen have done a wonderful job of reporting this trial."

Radio-Tv Plan Varied Programs To Observe 'Law Day, U.S.A.'

Broadcasters will cooperate with the American Bar Assn. in national observance of "Law Day, U. S. A." May 1, ABA reported last week.

Several state and local bar groups currently are working on plans for radio-tv panels and other programs, according to the April issue of the American Bar Assn. *Coordinator*. "Almost every American citizen who reads a newspaper or listens to radio or television will be made aware" of the observance, ABA commented.

The state bar of Wisconsin has developed and distributed to local bar groups an outline for radio-tv panel programs titled "Freedom From Fear." Arrangements are underway in Maryland "for a special program in a U. S. district court, which would be televised by closed-circuit to high school assemblies," with participation by Maryland and Baltimore bar associations.

In St. Louis, during the week April 27 to May 2, tv dramatic shows, plus motion pictures and window displays, are planned by the local bar association. The Illinois Bar Assn. hopes to televise a special program, to be kinescoped and distributed to tv stations throughout the state. A special Law Day address will be televised to high schools in Columbia, S. C., and tape recorded for radio use. South Carolina Radio & Television Broadcasters Assn. is asking stations to present a five-minute synopsis of the program at certain intervals May 1.

The Florida Dade County Bar Assn. reports it is arranging for local radio and tv programs in Miami, where two tv cameramen were given contempt of court sentences by Dade County circuit court Judge Vincent Giblin. The Radio Television News Directors Assn. is fighting fines against cameramen from WTVJ (TV) and WCKT (TV) both Miami [TRADE ASSNS., March 24].

Cubans Detain American Newsmen For Entering 'Restricted' Area

Several American newsmen were held in custody last week by the Cuban government but were later given their freedom. The group included Alan Jarlson of KRAM Las Vegas, Nev.; Bob Silver of WCKT (TV) Miami; Robert Taber, CBS, and Harold Lidin, UP.

The newsmen were detained for entering restricted territory without proper authorization from government officials.

The rebel uprising was covered by many stations through use of beep telephone service. WBZ-TV Boston contacted the American Consulate in Havana Wednesday. KWFT Wichita Falls, Tex., received daily reports from newsmen in Havana. WMPS Memphis telephoned a free lance newsman in Havana. When a censor interrupted, the station carried the exchange between operators. WWDC Washington carried a beep on-the-scene description from the *Havana Post* reporter and contacted Washington representatives of President Batista and the rebel leader, Dr. Fidel Castro.

Rebels were reported by wire services to have set fire to CMQ Havana and to have broadcast appeals for public support.

KRAM explained it sent Mr. Jarlson, news editor, to Havana April 4 because Nevadans have invested heavily in Havana hotels and casinos.

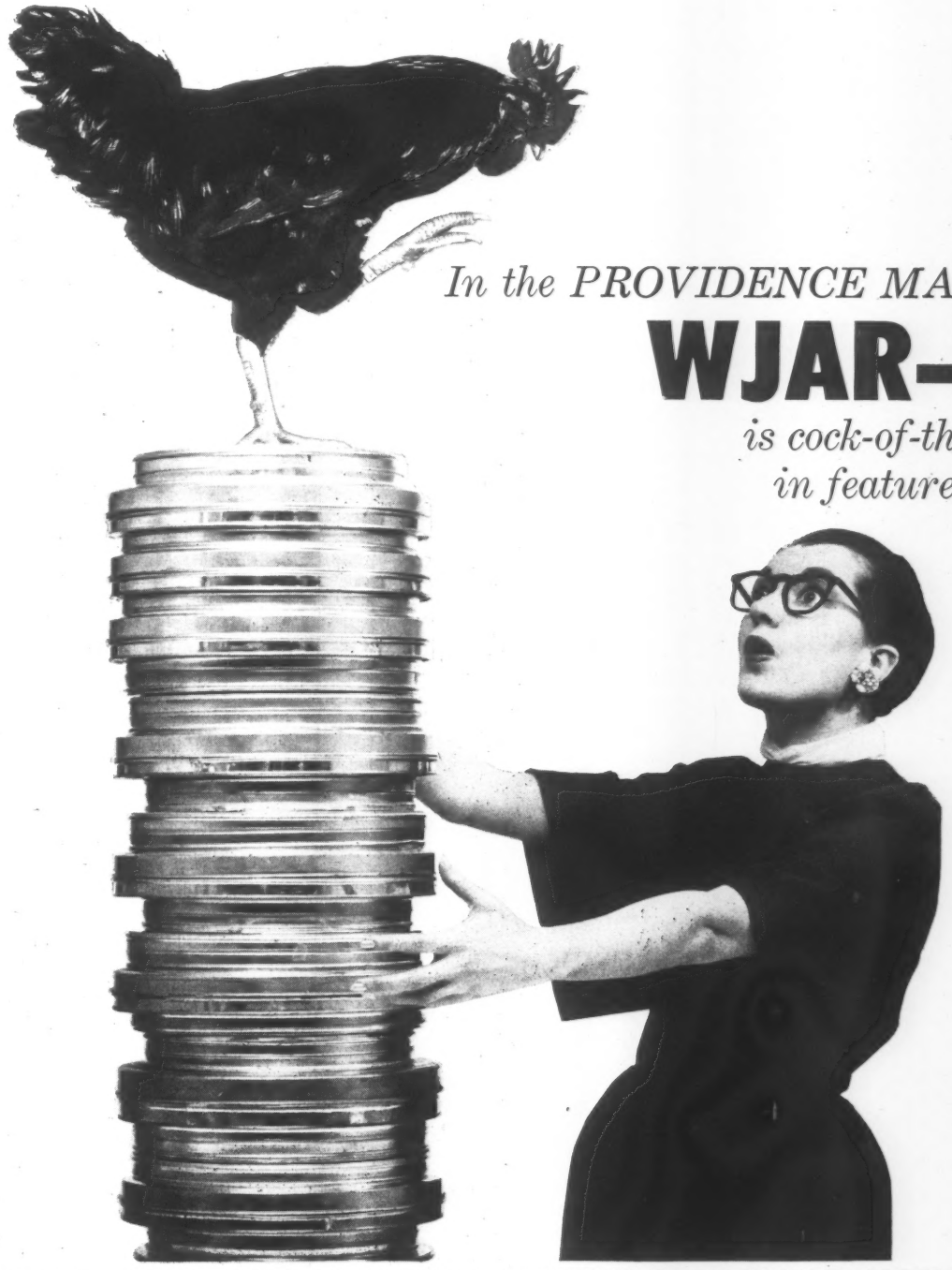
WQAM Miami, Storz station, maintained a 24-hour monitoring of all Cuban radio stations. Paul Rust, news director, said this monitoring gave the station a beat when rebels seized Cuban radio and tv stations.

Minutes after revolutionary action began at 11:30 a.m. Wednesday, ABC correspondent Ruth McCarthy was able to phone running commentary to New York without delays or censorship. The network said "it was pure luck" calls got through, enabling ABC-TV to carry bulletins by Miss McCarthy at 11:44 a.m. and on ABC radio at 11:55 a.m. She phoned reports repeatedly later that day for ABC radio, the network said, and none were interrupted. Calls were recorded for play-back on the air.

Henrietta sees Red

and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in feature films!

CHANNEL 10 • PROVIDENCE, R.I • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

10,000 POWERFUL WATTS

TO DELIVER THE GREATER LONG ISLAND MARKET (NASSAU-SUFFOLK)

WHLI's GREATER LONG ISLAND COVERAGE . . .

	NASSAU	SUFFOLK	TOTAL
POPULATION	1,200,000	525,000	1,725,000
NET INCOME	$2,928,340,000	$755,604,000	$3,683,944,000
PER FAMILY	$8,503	$5,698	
RETAIL SALES	1,534,786,000	564,961,000	2,099,747,000
FOOD STORE SALES	403,423,000	152,997,000	556,420,000
AUTO STORE SALES	252,922,000	93,225,000	346,147,000

WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET! (Pulse)

* THE 2nd LARGEST MARKET IN NEW YORK!
** NOW REACHES 5,500,000 PEOPLE
*** GIVES YOU TREMENDOUS, IMPORTANT, "BIG MONEY" MARKET COVERAGE
**** AMAZINGLY LOW, LOW, COST-PER-THOUSAND

WITHIN WHLI'S COVERAGE AREA

POPULATION	5,477,000
NET INCOME	$11,758,859,000
RETAIL SALES	6,125,535,000

Represented by Gill-Perna

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. V.P. Sales

DuMont Cuts Loss Tax On Stations $243,460

The DuMont Broadcasting Co. last year chopped off $243,460 from its tax loss carried forward from 1956. There is a $1,322,016 loss remaining which the company will apply against profitable operations in 1958 and future years.

The financial upturn at DuMont Broadcasting (WTTG [TV] Washington, WABD [TV] New York, WNEW New York and purchase of WHK Cleveland pending FCC approval) was revealed last week in its annual report.

Gross revenues from the two tv stations and seven months of WNEW's operation (starting with June 1 of last year) totaled $10,293,587 ($8,914,115 after agency commissions), or nearly double the 1956 revenues. Net income in 1957 before depreciation and amortization totaled a little over $1.35 million compared to $55,598 in 1956. Net loss in 1956 was placed at nearly $900,000.

Bernard Goodwin, president of DuMont Broadcasting, said that this year the company expects improved "product and benefits accruing in programming, operations, and sales coverage" and believes "revenues will be appreciably higher, our cash throw-off substantially greater and our net profits better than the results in 1957."

In a proxy statement to stockholders accompanying the annual report the company proposed its name be changed to Metropolitan Broadcasting Corp. "as being more descriptive of the corporation's activities in owning and operating broadcasting stations in metropolitan centers." At the stockholders' meeting May 12 in New York, election of a slate of board nominees also will be considered.

DuMont Broadcasting was created Sept. 12, 1955, to take over the broadcasting facilities of Allen B. DuMont Labs after the liquidation of the former DuMont Network, and was separated completely from its former parent company in December of that year. WNEW was acquired last May 31 in a $7.5 million cash-and-stock transaction. The original bank loan involved $3.5 million for five years. As of last December, DuMont Broadcasting owed $3.15 million with $700,000 payable this year. WHFI-FM New York was purchased late in 1957 and its call letters changed to WNEW-FM. WHK was acquired for $700,000 to be paid out of cash resources. Stockholders last year authorized the board to negotiate for the purchase of Paramount Pictures Corp.'s KTLA (TV) Los Angeles and publishing companies, but the parties failed to agree and "negotiations have been discontinued."

Terms of the bank loan agreement prohibit DuMont Broadcasting to declare or pay dividends until the loan is fully discharged. DuMont Broadcasting now has 1,541,137 shares of capital stock issued and outstanding. During the year, transmission facilities were improved for both television stations.

"Ad Age is a most useful tool in my work..."

says **J. CHARLES DERRICK**
Vice-President and Advertising Director
Pepsi-Cola Company

"Advertising Age is a sensitive barometer of the advertising-marketing field. Its interpretation of current trends in the field in relation to the economy as a whole is invaluable in helping to formulate advertising-marketing policy for the Pepsi-Cola Company. Ad Age is a most useful tool in my work and is high on my list of 'take-home' reading."

You'll find that most of the executives of importance to you consider Advertising Age a "most useful tool" in making decisions involving markets and media. For week in, week out, Ad Age reports, analyzes and clarifies the news and trends of particular interest to those who *influence* as well as those who *activate* marketing plans.

At the Pepsi-Cola Company, for example, where sales have increased more than 141 per cent since 1950, broadcast accounts for a major part of the firm's advertising program. During 1957, over $3,000,000* was alloted to spot tv alone by the soft drink company and its bottlers, whose domestic and overseas operations include more than 700 plants.

Every Monday, *18 paid-subscription copies of Ad Age* get a going-over in the offices and homes of Pepsi-Cola executives with an interest in marketing. Further, *134 paid-subscription copies* blanket Kenyon & Eckhardt, Inc., the agency handling the Pepsi-Cola account.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising.*

J. CHARLES DERRICK

Mr. Derrick was named advertising director of the Pepsi-Cola Company in 1954. Prior to that (1950-1954), he held the position of display manager, coordinating point of purchase material with national advertising.

A native of Montreal, Mr. Derrick attended Sir George William College in that city, as well as the City College of New York. During World War II, he served with the Royal Canadian Air Force in the Air-Sea Rescue Division. Before joining the soft drink company in 1949 as assistant display manager, he was associated with Ayerst, McKenna & Harrison, Limited, Montreal, in the advertising and sales department.

ABC ABP NBP

important to important people

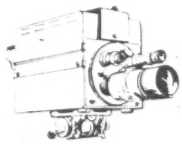
200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

SEE ZOOMAR LENSES ON

ANNOUNCING

The NEW Improved



Super Studio

ZOOMAR

- For Color and Monochrome
- Color Balanced
- Color Corrected
- Improved Resolution— New Range 55 mm to 180 mm (Ratio 3½ to 1)
- New Speed of F/2.7
- Twelve Inches Long
- Weight 6 Pounds
- Can be interchanged from Camera to Camera in less than a minute

No Camera need be tied up with the New Super Studio Zoomar Lens

Over 10 years of service to the Television Industry. RCA and GE sell Zoomars

ONG. E. CAMERAS AT NAB BOOTH

April 28-May 1, Los Angeles

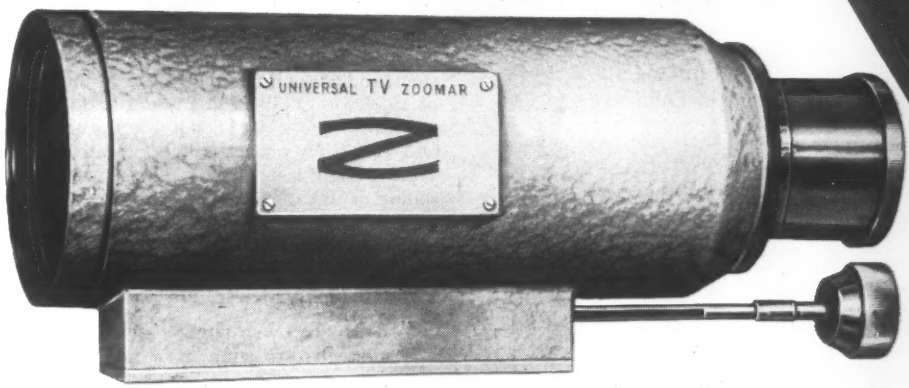
OVER 300 NOW IN USE

Super Studio and Universal Zoomars make possible one-camera studio and remote operations

Super Studio and Universal Zoomars are fast, light and flexible. Operating costs are reduced. Picture quality—sharpness improved. These lenses are mounted or removed from any American orthicon camera in less than a minute.

The Zoomar lenses challenge your Production Department to create fresh ideas — give Sales something new to talk about. On an average weekend, one network uses 18 Zoomar lenses.

Universal
R ZOOMAR



The all-purpose Universal Zoomar. Ratio of 6 to 1, zooms from 2½ to 16 in.—57 to 400 mm. Speed of F:3/9—Weight: 10 lbs.—Length: 14 in. Does not tie up a camera. This lens has everything for studio and remote operation... indispensable for Basketball, Baseball, Hockey, Football, Tennis, Church Services and other remotes.

For a demonstration on your own equipment write or call

JACK A. PEGLER
President
TELEVISION ZOOMAR CORPORATION
500 Fifth Avenue, Room 2223 • New York 36, New York • BRyant 9-5835

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE— 748,800 TV VIEWERS IN PROSPEROUS MICHIANA*

- **HOUSING CONSTRUCTION** Gains in 1957
- **SAVINGS DEPOSITS** Hit record high in 1957
- **SPENDING** Leads 7th Federal Reserve District for 1957
- **HIGH SPOT CITY** For 4th consecutive month (Sales Management Magazine)
- **DEPARTMENT STORE SALES** Showed up better than any other major Indiana city in 1957.

LOOK what's happening in

South Bend . . . Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income — 2nd in total Retail Sales — 2nd in Food Sales — 2nd in Drug Sales.

WSBT-TV dominates this great market. No other area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.

*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000 3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Lee WVUE Gen. Mgr.; McCoy to SBC Board

Terry H. Lee, for three years president and general manager of KOVR-TV Stockton, Calif., has been appointed managing director of WVUE (TV) Wilmington, Del., it was announced last week by George B. Storer Jr., vice president for television operations of Storer Broadcasting Co. Mr. Lee's appointment is effective immediately. He succeeds J. Robert Kerns, who is transferred to the Storer home office tv staff at Miami.

At the annual meeting of the Storer board of directors in Miami last week John E. McCoy, vice president and secretary, was

MR. LEE

MR. McCOY

elected to the board and all other board members were re-elected. They are George B. Storer, chairman; J. Harold Ryan, Lee B. Wailes, Mervin B. France, Charles V. McAdam, Stanton P. Kettler, Mr. Storer Jr., and William E. Rine.

"Although the economy of the country has experienced a recession during the latter part of 1957 and the first few months of 1958, Storer earnings in the past year reached their highest point in the company's history," Mr. Storer Sr. reported to the board. "Earnings available for common stock and Class B common stock at the close of 1957 was $6,396,164 amounting to $2.58 per share," he said. "Today, both our radio and television properties are ahead of the same period last year. We feel aggressive selling is the answer to recession. As far as our business is concerned, there is no recession," Mr. Storer added.

WTVD (TV) Starts New Tower

WTVD (TV) Durham, N. C., is starting immediate construction of a new 1,500-ft. tower, the station announced on receiving FCC permission to go ahead. The new antenna will go up in not more than 100 days, Harmon L. Duncan, vice president of WTVD, estimates. It will be located near Auburn, N. C., about 10 miles southeast of Raleigh and will add more than a quarter of a million viewers to the WTVD coverage area.

Ludy Recovering from Coronary

Ben Ludy, president and general manager, KWFT Wichita Falls, Tex. (formerly head of WIBW-AM-TV Topeka), suffered a slight coronary attack March 28. He was in Topeka visiting his family and will remain there for another five or six weeks.

Would you call this fair play?

Umpire gives "Visitors" a special advantage by tagging out a "Home" team runner at the plate. "Home" team has to play by the regular rules. Would you call *this* fair play?

Hardly—yet you and most Americans face that same kind of unfairness all the time with some of your taxes.

About 23 cents out of every dollar you pay for electricity goes for taxes. But because of present tax laws, several million families and businesses escape paying most of the taxes in *their* electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems.

And *you* have to help make up the taxes they escape.

Most Americans think everyone should pay his fair share of taxes. Don't you agree?

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

'Big Five' Eliminated From KLAC Schedule

KLAC Los Angeles, whose program format for the past several years has been based on its "Big Five" disc jockey team, today (Monday) begins a new format from which disc jockeys have been completely eliminated. M. W. Hall, KLAC president, said the new format would provide 13% more music and 24% more "live" airtime, including such "featurettes" as beauty hints, cooking aids, sports flashes and other public interest material. Music will be chosen from KLAC's continuing surveys of record sales, juke box plays and other indicators of public preference.

A survey conducted for over eight months in Los Angeles and six other cities shows that "people want music, music, music, interlaced with news and features and the fact that 'someone' brings it to them doesn't interest them one bit, any more," Mr. Hall said in announcing the new format.

George Norman, former general manager of Thoms Radio-Tv Enterprises and special consultant to Adam Young Inc., representative of KLAC, has been appointed vice president of operations for KLAC and will have charge of the new programming. Ed Dyer and Ben Williams, associated with Mr. Norman at Thoms, have also joined KLAC as production manager and continuity director, respectively. Bob Hunter, formerly with KILT Houston, has been named night announcer and six other people are being recruited from Los Angeles radio.

In contrast to the former procedure of taping all the disc jockey chatter, all KLAC announcers will henceforth work "live." Along with the program changes, KLAC is installing $100,000 worth of new electro-acoustical equipment.

WNBQ (TV) to Hold Color Seminar

WNBQ (TV) Chicago will conduct a color tv seminar and demonstration for 40 representatives of Foote, Cone & Belding April 15 as part of the agency's continuing training and orientation program.

Agency representatives will take a three-hour tour of WNBQ facilities and hear operational discussions by staff members of the NBC o&o outlet, with Henry T. Sjogren, assistant manager of WNBQ-WMAQ, taking part in the seminar.

PENNSYLVANIA *Gov. George M. Leader (second from r) joined Triangle Stations and D&H Distributing Co. in launching promotion of the Altoona-Johnstown "Golden Horseshoe Market." With him (l to r): David J. Bennett, assistant to the vice president, Triangle Stations; Morris Schwab, vice president-general manager of D&H Distributing Co., which is building the market's "capitol" building, Commerce Park, and Frank B. Palmer, general manager of WFBG-AM-TV Johnstown-Altoona, initial tenants of Commerce Park.*

Triangle Stations Take Space, Promote Altoona Market Center

Triangle Station's WFBG-AM-FM-TV Altoona-Johnstown, Pa., will be pioneer tenants in the new million-dollar Commerce Park, Blair County, Pa., planned as a new "commercial capitol" for the Central Pennsylvania area. The announcement was made Wednesday at a dinner co-hosted by the radio-tv division of Triangle Publications and D&H Distributing Co., wholesaler which is building Commerce Park.

Gov. George M. Leader of Pennsylvania outlined the concept of the "Great Golden Horseshoe Market," of which Commerce Park is an integral part, to Pennsylvania business and civic leaders Wednesday. The dinner was held at the Penn Alto Hotel, with Frank Palmer, general manager of WFBG-AM-TV as toastmaster. He pledged the stations' full support in an "all-out campaign" to promote the market nationally.

Ground will be broken next month for Commerce Park, 2½ miles southwest of the center of Altoona on Route 764.

Morris Schwab, vice president-general manager of D&H Distributing, which handles RCA Victor and RCA Whirlpool appliances, said the center was designed "to serve as a symbol of the economic future for this area." David J. Bennett, executive assistant to Roger W. Clipp, vice president of the Triangle Stations, said the development in time "will take its place in the ranks of such other notable Keystone State achievements as Pittsburgh's 'Golden Triangle,' and Philadelphia's famed Penn Center Development."

Threat to WHKK Service Curbed

A court order restraining Ohio Bell Telephone Co. from interfering with service to WHKK Akron was granted April 4 in Akron court by Judge Frank H. Harvey. Ohio Bell maintained response to WHKK programs *Answer Man, Sound-Off* and *Tel-A-Tune Quiz* is resulting in major engineering problems, threatening to discontinue service to WHKK for these programs. The temporary injunction forbids discontinuance. Philip R. Herbert, WHKK president-general manager, said the programs are in the public interest, are informative and should be continued in the present manner.

KADY St. Charles, Mo. On Air

KADY St. Charles, adjacent to St. Louis, is on the air, broadcasting on 1460 kc daytime with a 5 kw directional signal, it has been announced. Harman I. Moseley II is president and general manager of the new station.

On his staff are Howard DeMere, St. Louis radio-tv personality; Marshall Pope, formerly with KMOX that city, and Dick Kimball, formerly production manager and producer-director at KWK-TV St. Louis. KADY claims its coverage at 2 million in the metropolitan St. Louis area.

GENE BARRY STARS IN ZIV'S ALL NEW IMPACT SERIES!

TARGET

"POLICE DOCTOR" A wounded gunman, rushed to the hospital, wings a police officer and holds him hostage in an examining room. Can the police doctor over power the gunman and save the officer?

ACTION-ADVENTURE!

NOW SHOOTING AT ZIV STUDIO!

DATELINES

Newsworthy News Coverage by Radio and Tv

CLEVELAND—When KYW-AM-TV newsman John Mahoney checked by long distance phone with the Beverly Hills police station following the Johnny Stompanato slaying April 4, he got an unexpected assist from Walter Winchell. Mr. Winchell, who went to the station when Lana Turner's daughter, Cheryl, was taken into custody, provided an on-the-spot report that newsman Mahoney took by beeper phone. The recording was repeated several times on the Cleveland stations and fed to other Westinghouse Broadcasting Co. outlets.

CALIFORNIA — KOBY San Francisco staffers were on hand to alert the public when recent floods hit California. D.j. Ted Rogers was sent to Alviso to give on-the-spot coverage, taping interviews with the mayor, Civil Defense director, Red Cross director and evacuees. The station also carried beeper phone reports from the Oakland Police Dept., which described flood conditions, road hazards, and safe roads for commuters to take home. KOBY made direct reports to WDOK Cleveland; KFBI Wichita, Kan., and WMPS Memphis, Tenn.

Another to report to BROADCASTING on its coverage of the flood was KONG Visalia. The station had a direct line from its studios to the office of Civil Defense in the Tulare County Courthouse so that it could verify information and give listeners an accurate description of what was going on. KONG also dispatched an airplane to fly over the flood area, sending back reports.

WICHITA FALLS—When twin twisters hit this north Texas city, KWFT here gave on-the-spot coverage to listeners, the UP, 30 other radio stations and to CBS Radio for its *World Tonight*. The station was off the air 30 minutes when the twisters first touched ground near its transmitter site. In spite of this, Dave Dary, news director, managed to give complete coverage with beeper phone and eye witness reports, which were aired as soon as the station went back on the air. KWFT reports that it fed the UP in Dallas with the eye-witness accounts.

PEORIA—Television cameras were nearly locked out of the Illinois state high school basketball finals, but last minute protests by WMBD-TV Peoria and cooperation by the National Press Photographer's Assn. resulted in limited access. The athletic association based its original position on a WMBD-TV contract for sponsorship of the two-day playoffs. WMBD-TV was offered film rights if it would pay the association a fee. It refused, demanding the same unrestricted picture coverage allowed newspaper photographers. With the help of the NPPA, WMBD-TV got the association to concede film rights to tv on a pool basis.

UNSTINTINGLY STEREO

NBC's owned-and-operated Pittsburgh outlets, WAMP and WFMF (FM), have gone stark stereo—for five nights weekly. H. W. (Hank) Shepard, general manager of the outlets, explained, "We are first in our area and among only a few stations in the nation to program stereophonic music on an across-the-board basis." Using tapes, the stations last Monday began Rex Dale's *Stereo Studio* in the Monday-through-Thursday 10:30-11 p.m. period and the Friday 11:05-midnight spot. It is expected that stereo discs will be used beginning in the fall.

Stereo Fm-Mx on WASH (FM)

Stereophonic broadcasts using the main fm channel and the multiplex sub-channel for legs of the signal have been started by WASH (FM) Washington. The station is using multiplex transmitting equipment manufactured by General Electric Labs.

Robert T. Pritchard, GEL sales manager, said the multiplex gear is used in conjunction with existing station equipment. Everett Dillard, WASH general manager, said the tests proved conclusively that fm-mx offers the most practical method of producing stereo for general public listening.

"LIVE" FROM COLUMBUS

Chet Long

Central Ohio's most popular newscaster and public servant. Chet has been broadcasting each morning and evening for the same sponsor since 1945. Always in the top 10 programs, his morning show currently rates a 16.9 from Pulse. Like WBNS Radio itself, Chet Long's name is synonymous with community service. AM-FM-CBS

AM • FM • CBS

wbns radio

COLUMBUS, OHIO • Ask JOHN BLAIR

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KWK ST. LOUIS, MO. • Sold by Robert T. Convey, *St. Louis Globe-Democrat*, Elzey Roberts, KSTP Inc. and others to KWK Radio Inc. for over $1 million.

KWK Radio Inc. is owned 74% by WEMP Milwaukee, and 26% by Mr. Convey.

Sale is subject not only to usual FCC approval but also right of first refusal by Harold Kopler, St. Louis hotelman and principal owner of 220 Television Inc. 220 Television is grantee of ch. 11 St. Louis, following CBS' $4 million purchase of ch. 4 KWK-TV St. Louis, and relinquishment of its ch. 11 cp to the unsuccessful applicants. The other St. Louis ch. 11 applicants, St. Louis Amusement Co. and St. Louis Telecast Co., each hold $200,000 in debentures of 220 Television Inc.

The sale of KWK is a step in the plan of complete liquidation of KWK Inc. The *Globe-Democrat* recently purchased 25.2% of ch. 2 KTVI (TV) St. Louis by taking over stockholders' mortgages totaling $500,000 [STATIONS, March 17].

WEMP is 25% owned by Andrew M. Spheeris, 20% by Hugh K. Boice Jr., 20% by John C. Gagliano, 6% by Mrs. Robert A. LaFollette, and the balance by WEMP employes. Mr. Convey stated that he has offered other KWK Inc. stockholders the opportunity to purchase from him a prorata share of his stock in the buying company.

KWK was established in 1927 and operates on 1380 kc with 5 kw. Blackburn & Co. handled the sales.

WSSV PETERSBURG, VA. • Sold to Roger A. Beane, formerly manager of WFMD Frederick, Md., by Louis H. Peterson for $175,000. Broker: Hamilton, Stubblefield, Twining & Assoc. WSSV operates on 1240 kc with 250 w and is affiliated with MBS.

KSLR OCEANSIDE, CALIF. • Sold to Walter Nelskog for $168,000 by Morritz Zenoff and others. The transaction was handled by Allen Kander and Co. Mr. Nelskog is one of the principal owners of KQTY Everett, Wash., and KUDI Great Falls, Mont. KSLR operates on 1320 kc with 500 w.

WTRW TWO RIVERS, WIS. • Sold to Ken Daum of West Bend, Wis., by Francis Schmitt for $35,000. Broker: Hamilton, Stubblefield, Twining & Assoc. WTRW operates on 1590 kc with 1 kw, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 101.*

KFBI WICHITA, KAN. • Sold to Jayhawk Broadcasting Corp. (Mary Pickford, board chairman; Charles [Buddy] Rogers, president; Fred Dodge [business manager of Miss Pickford and Mr. Rogers], secretary-treasurer) by Hale Bondurant and Henry and Elmer Balaban for $450,000. KFBI operates on 1070 kc with 10 kw, day, and 1 kw, night.

WDBQ-AM-FM DUBUQUE, IOWA • Sold to Richard K. Power, Milton D. Price Jr., O. A. Friend and Robert B. Tennant by Dubuque Broadcasting Co. (John Roshek, president) for $135,000. Mr. Power has interests in WAVN Stillwater, Minn., WCMP Pine City, Minn., and KOWB Laramie, Wyo. WDBQ operates on 1490 kc with 250 w.

WPOR PORTLAND, ME. • Sold to Hildreth Broadcasting Co. for $105,000 by Oliver Broadcasting Co. The new owner is a subsidiary of Community Broadcasting Service, which is the licensee of WABI Bangor and owns 100% of WABI-TV Bangor and the corporation which is the majority stockholder of WAGM-AM-TV Presque Isle and WABM Houlton, all Maine. WPOR operates on 1490 kc, with 250 w, and is affiliated with ABC and MBS.

KTES (TV) NACOGDOCHES, TEX. • Sold control from Joe D. Prince, T. Gillett Tilford and James G. Taylor to Lee Scarborough (KELS-FM Nacogdoches) for $500 each for initial capital contributions plus liability agreement. KTES is on ch. 19.

Kaye, Nelson Head NTA Outlets In Newark, Now WNTA-AM-FM-TV

The appointments of Gerald O. Kaye as general manager of WATV (TV) Newark and of Raymond E. Nelson as general manager of WAAT-AM-FM Newark were announced last week by Ted Cott, vice president in charge of station operations for National Telefilms Assoc., New York. NTA's purchase of these stations was approved two weeks ago by the FCC [GOVERNMENT, April 7]. Messrs. Kaye and Nelson will assume their new duties upon final closing of the sale.

MR. NELSON

MR. KAYE

The FCC has approved change of the station's call letters to WNTA-AM-FM-TV effective May 7.

Mr. Kaye, who has had a varied career in management, merchandising and advertising, has been named president of Atlantic Television Inc., the corporate owner of WATV (TV). During the past two years, he has been board chairman of Launder-center Corp. and Servicenters Inc., which operate a laundromat chain.

Mr. Nelson has been vice president and general manager of the NTA Film Network, a subsidiary of NTA, for the past two years. Earlier, he had been director of national spot sales for the Television Bureau of Advertising; vice president in charge of radio-tv for Charles M. Storm Adv., New York, and a production executive for NBC and MBS.

WHTN-TV Opens New Studios

Robert R. Tincher, vice president of Cowles Broadcasting Co. and general manager of WHTN-AM-TV Huntington, W. Va., has announced that the new WHTN-TV Charleston studios are scheduled to be opened today (Monday). They are located in two buildings at 14-16 Laidley St. Programs originating from the new facilities will be broadcast by a private microwave system to the ch. 13 station's tower and transmitter at Barker's Ridge, W. Va.

News programs originating in the Huntington studios will incorporate live Charleston cut-ins on each show to permit greater Huntington-Charleston news coverage, Mr. Tincher explained.

DAVID BRIAN STARS IN ZIV'S ALL NEW *IMPACT* SERIES!

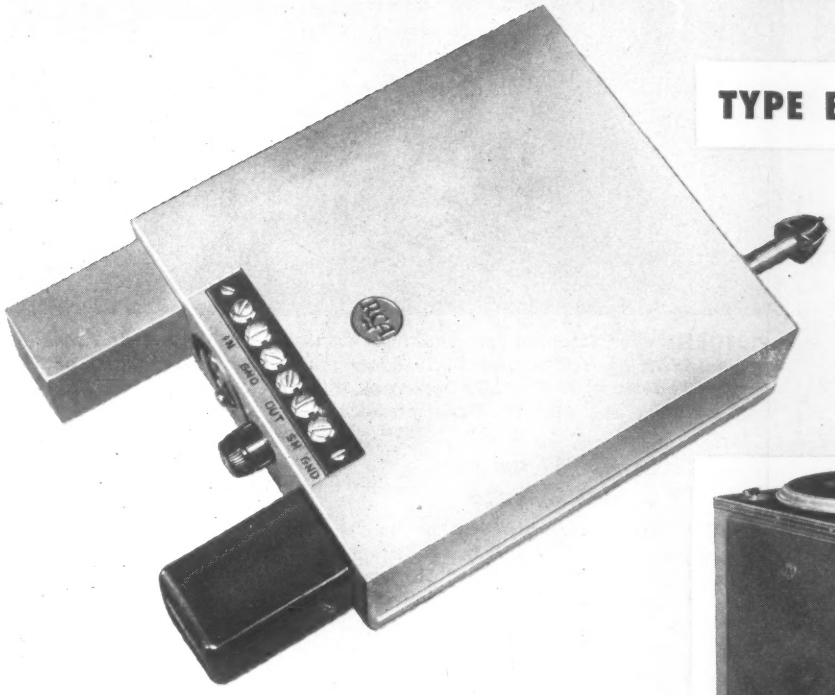
TARGET

"TATTOO ARTIST"
The police find the body of a dead man —dead but very much "alive" with intriguing clues to his murderer. Can police decipher the clues and come to grips with the killer?

LAW ENFORCEMENT!

NOW SHOOTING AT ZIV STUDIO!

ASSURING THE MOST FOR YOUR EQUIPMENT DOLLAR



TYPE BA-26A

TRANSISTORIZED

TURNTABLE EQUALIZING PREAMPLIFIER

The BA-26A is designed to mount in same position and space previously occupied by RCA Type MI-11877 passive equalizer.

Designed to provide both amplification and equalization of turntable output!

This compact equipment makes a modern replacement for bulkier combinations of separate amplifier and equalizing filters. Designed to provide both amplification and equalization of output of studio transcription turntables employing either the RCA Type MI-11874-4 or RCA Type MI-11874-5 Pickup Heads. The entire unit is completely self-contained including a-c power supply. Built-in equalization conforms to new industry standards of both NAB and RIAA. A three position switch compensates for variations in transcriptions and records. Etched wiring circuits provide stable, trouble-free operation. Transistors are employed throughout to assure freedom from microphonics. Absence of inductances make the BA-26 insensitive to stray hum field pickup, greatly simplifying installation. Mounts easily in turntable, provides essentially noise-free operation and long equipment life.

For full particulars about the new BA-26A Transistorized Turntable Equalizing Preamplifier, see your RCA Broadcast Representative. In Canada: RCA Victor Company, Limited, Montreal.

RCA
Tmk(s) ®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

INGRID BERGMAN
"Arch of Triumph"

NTA's
FAMOUS FILMS

Here is programming that is head and shoulders above the crowd. Through NTA's FAMOUS FILMS, pioneering programming service plan for TV stations, almost 1,000 hours of "Hall of Fame" TV programming are available, *by subscription*, at huge savings!

At a fixed low price . . . you can subscribe to this tailor-made, flexible, new TV station programming service, giving you the most of the best programming . . . for the least cost . . . and gain a terrific competitive edge in your market!

You'll telecast these other top-quality TV Shows:

Fabulous Feature Films
from such outstanding producers as:
20th Century-Fox — David O. Selznick
J. Arthur Rank — Sir Alexander Korda

Great Half-Hour Shows
starring such top stars as:
Pat O'Brien — Ida Lupino
Joan Blondell — Teresa Wright
Boris Karloff — Paul Lukas

Famous Cartoons and Short Subjects
Including the following, many of them Academy Award Winners:
"Little Lulu" — George Pal "Puppetoons"
Grantland Rice — "Speaking of Animals"
"Sportlights" — "Unusual Occupations"

NTA's
FAMOUS FILMS
Programs for Television
10 Columbus Circle, New York, N. Y., JUdson 2-7300
8721 Sunset Blvd., Hollywood, Calif., OLympia 2-7222

PICTURED *with Station Representatives Assn. National President Frank M. Headley (r), president of H-R Representatives, are the newly-elected officers of SRA Chicago (l to r): Thomas A. Taylor, SRA secretary; William Condon, treasurer; Roger O'Sullivan, vice president, and John W. Davis, president.*

Blair-Tv's Davis Elected President of SRA Chicago

John W. Davis, vice president of Blair-Tv, has been elected president of Station Representatives Assn., Chicago. He succeeds Arthur W. Bagge of Peters, Griffin, Woodward.

Other officers elected include Roger O'Sullivan, Avery-Knodel sales manager for radio, to Chicago SRA vice president; William Condon, account executive with the Katz Agency, treasurer, and Thomas A. Taylor, account executive for PGW, secretary.

The Chicago officers are elected for one year terms and serve under the direction of the president and the board of directors of SRA in New York. They also conduct luncheon meetings twice a month for member firms and salesmen.

Baseball Franchise Switches Spell Radio-Tv Difficulties

Start of the major league baseball season today (Monday), will herald a new period of novel listening and broadcasting patterns.

With the franchise shifts of the National League Dodgers and Giants to Los Angeles and San Francisco, respectively, some listeners will get their baseball at unconventional hours because of geographic time differences (as much as four hours between coasts) [CLOSED CIRCUIT, Jan. 20].

Some examples: (1) when Philadelphia and Pittsburgh play in Los Angeles and San Francisco, fans back home will be tuning in around dinner time or midnight (depending on a day or night contest); (2) when the Dodgers and Giants go east, California listeners will follow their exploits in mid-morning or 4-5 p.m.

Aside from listening patterns, the new season also will produce changing broadcast schedules (and perhaps station rate cards, specifically prime time segments), not to mention types of audience geared to advertiser needs and rather hefty line charges.

One such client, International Harvester International Truck Div., which has purchased "scoreboard" adjacencies after Dodgers' games, hopes to capitalize on the noontime lunchroom-and-cafeteria trade when Los Angeles plays on the road in the Midwest or East.

Results Through Kiddie Shows Shown in WGN Chicago Survey

Notwithstanding network sponsor reluctance, children's tv programs constitute an effective advertising buy. Small fry viewers respond favorably to tv commercials and are successful in getting their parents to purchase the products advertised.

These are among the findings of a survey conducted by the research division of WGN-AM-TV Chicago, under the direction of Dr. Mark Munn, assistant sales promotion supervisor, in connection with Dr. Frances Horwich's *Ding Dong School*.

The study was designed to measure the effect of such advertising on Chicago children and, in turn, their influence on family buying habits. Questionnaires were mailed to 500 homes known to watch the daily morning series (on the basis of Dr. Horwich's mail). Tabulations were based on replies from 221 households (374 children between ages two and eight).

According to the survey, 85% of children "almost always or frequently" recog-

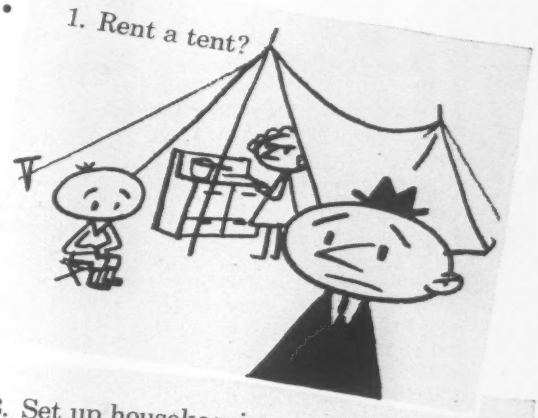
TRIPLE-SPOT SHOT

KFJZ-TV Fort Worth, Tex., has banned triple-spotting on breaks as "not compatible with the best interests of telecasting." "Effective immediately," Gene L. Cagle, president, said, "KFJZ-TV will no longer quote availabilities so that breaks become overcommercialized." In the past the station has triple-spotted on less than 10% of breaks, but "as soon as we are able to satisfy all our advertisers, this will be zero," Mr. Cagle stated. Triple-spotting has been under fire by advertising agencies and at least one network [ADVERTISERS & AGENCIES, March 17, *et seq.*]

TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent business man, who represents stock insurance companies that provide quality protection with full-time service.

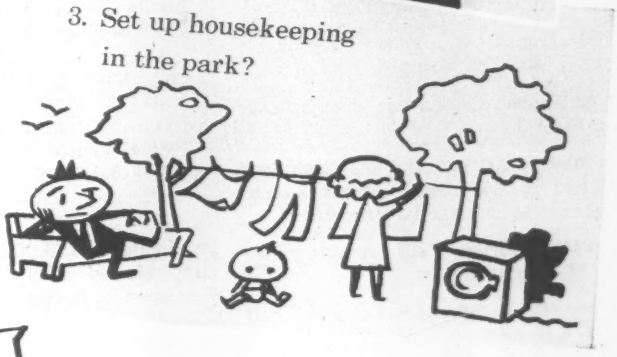
If your home is destroyed, will you have to...

1. Rent a tent?

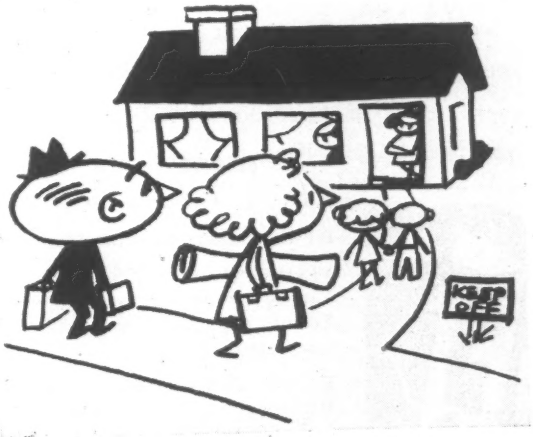


2. Become a cave dweller?

3. Set up housekeeping in the park?



4. Move in with HER folks (or *his*)?



If your home is destroyed by fire or some other peril, you need do *none* of these—if your insurance policy covers additional living expense for such an emergency.

This is but one of the many types of protection your independent local agent or broker can make available to you. He can help you determine what kinds of insurance you should carry, as well as the amounts.

When you need insurance—to protect your home, its contents, your business or other property—insist on Stock Company Insurance. It provides *quality* protection, with *full-time* service. **And remember: if you're not *fully* insured—it's not enough!**

NATIONAL BOARD OF FIRE UNDERWRITERS *An organization serving the Public and the Capital Stock Insurance Companies since 1866*
85 John Street, New York 38, N. Y., 222 West Adams Street, Chicago 6, Ill., 465 California Street, San Francisco 4, Cal.

CAPITAL STOCK COMPANY INSURANCE — Standard protection

nized products in the stores while over 90% of the households consider their children's recommendations.

The study listed 13 products being advertised on children's tv programs in Chicago during January-February 1958—including but not limited to WGN-TV. One product, Cocoa Marsh (manufactured by Taylor Reed Corp.) achieved a 96.4% penetration of homes during those two months.

The study suggests "that the appeals used for every product advertised on children's television programs should be examined from both the child's and the parent's point of view. The use of suitable appeals for both parent and child could produce far greater market penetration and usage."

No station references were made in the questionnaires, but *Ding Dong School* was used for "maximum response," according to WGN Inc. It stressed that the study was based only on a sample of children who watch that program and is "possibly indicative of children's behavior in the studied age groups."

STATION SHORTS

Storer Broadcasting Co. has appointed Hume, Smith, Mickelberry Inc., Miami advertising agency, for its home office and twelve radio and tv stations. This reportedly is first time that all its national advertising has been handled through one agency.

WKY Oklahoma City, Okla., announces it has begun 24-hour operation.

WNIX Springfield, Conn., has changed call letters to WCFR.

WCHB Inkster, Mich., appoints Seymour, Leatherwood & Cleveland, Detroit advertising agency, as managerial executives.

KPEN (FM) Atherton, Calif., reports it has gone on 24-hour operation.

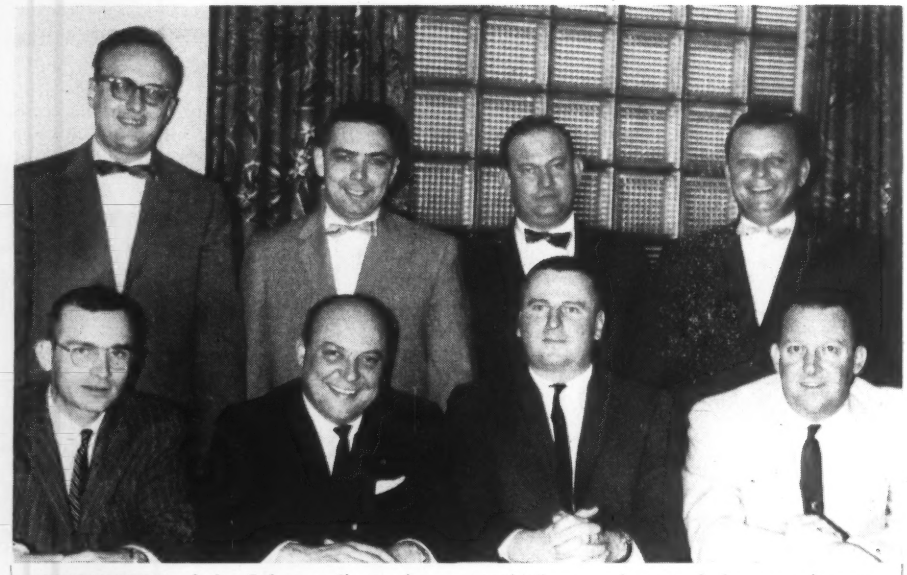
KGRH Fayetteville, Ark., has changed call letters to KHOG.

WRIS Roanoke, Va., reports construction has begun on new two-story studio and office building. Station says cost will be approximately $110,000 and that it will occupy second floor, with National Cash Register Co. occupying first floor.

Tele-Broadcasters Inc. reports that gross sales for first quarter of 1958 increased 17.4% over first quarter of 1957.

WKXP-TV Lexington, Ky., became primary affiliate of CBS for Lexington and Central Kentucky on April 1. WKXP-TV had been independent since it went on air last September.

WWHG Hornell, N. Y., has increased power from 1 kw to 5 kw.



MANAGERS of the Johns radio stations met for a day of school topped by a class party last month in Minneapolis. At the first Radio Study Clinic were (seated, l to r) Peter A. Barnard, general manager of WSPT Stevens Point, Wis.; Merle Edwards, general manager, WMIN St. Paul-Minneapolis; William F. Johns Jr., president of the Johns Stations; William L. McDonald, general manager of WOSH Oshkosh, Wis.;

(Standing, l to r) Charles Loufek, general manager, KRIB Mason City, Iowa; Robert J. Flynn, vice president, WMIN; James R. Duryea, general manager, KMNS Sioux City, Iowa, and Vincent Casey, KIHO Sioux Falls, S. D.

President Johns opened the seminar by reminding conferees of the group's successful adaptation of formula radio to small markets, using rating figures to illustrate his case. The rest of the day was devoted to analyzing components of formula radio—programming, sales and promotion—by experts within the group and from the outside. The latter included guests from record distributors, advertising agencies and the John E. Pearson Co., national representative of the Johns Stations. After a final session analyzing and interpreting the day's discussion, class was dismissed and the group wound up the day with cocktails and a buffet dinner. The Johns Stations are planning to make the seminar an annual event, it has been announced.

REPRESENTATIVE APPOINTMENTS

KYA San Francisco names Adam Young.

KFML Denver appoints Meeker Co.

WADK Newport, R. I., names Everett-McKinney as its national representative and Foster-Creed, Boston, as its regional representative.

KUNO Corpus Christi, Tex., appoints Richard O'Connell for East Coast, William J. Reilly for Midwest and Tracy Moore & Assoc. for West Coast.

WVKO Columbus, Ohio, has named Venard, Rintoul & McConnell.

WHOO Orlando, Fla., appoints Venard, Rintoul & McConnell.

WTRO Trimble, Tenn., names Robert S. Keller.

KRKD Los Angeles has appointed Jack Masla & Co., N. Y., as its eastern representative.

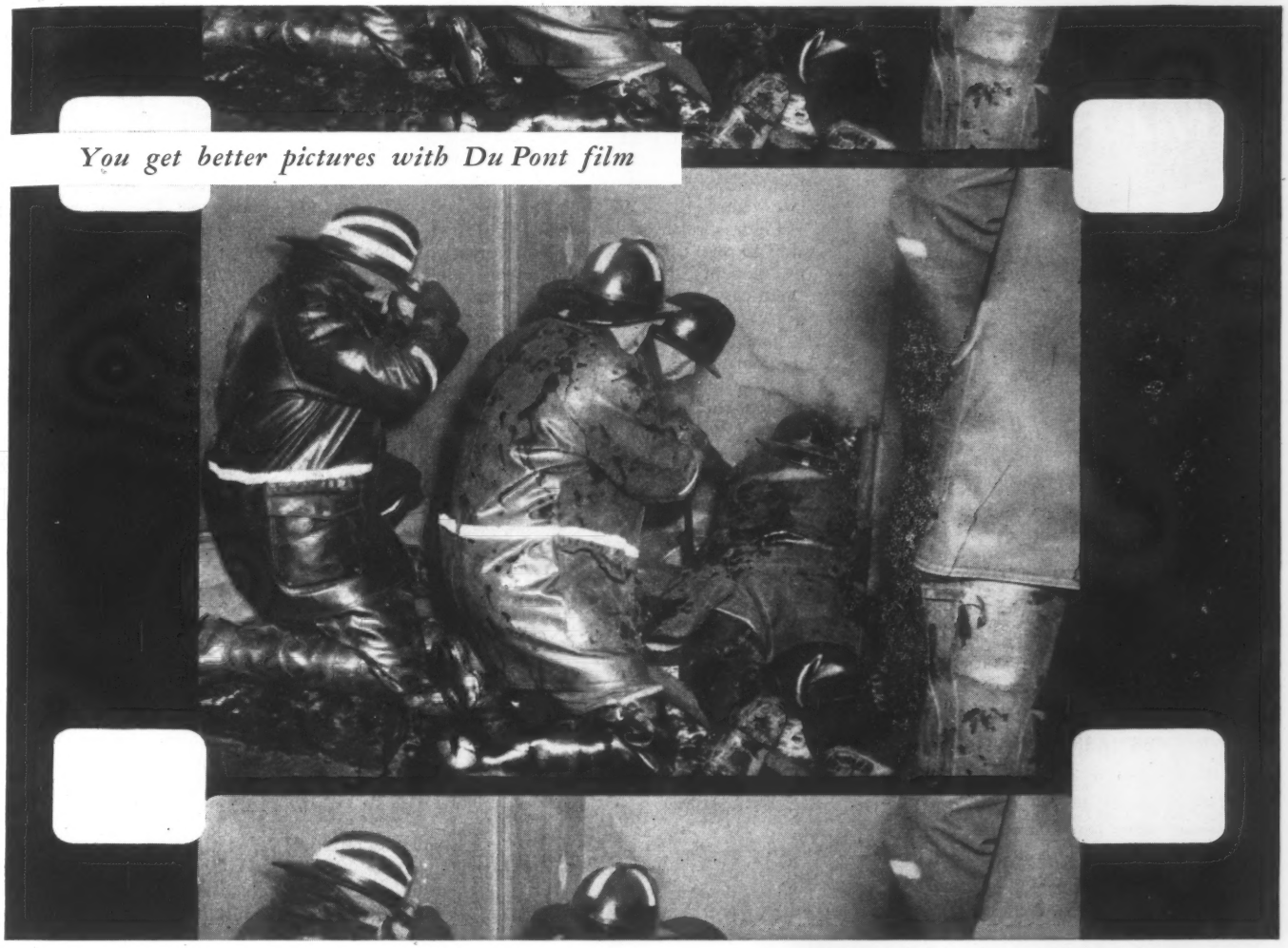
CESAR ROMERO STARS IN ZIV'S ALL NEW IMPACT SERIES!

TARGET

"THE BANDIT'S CAVE" . . . A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

WESTERN!

NOW SHOOTING AT ZIV STUDIO!



Scene from a WNEM newsreel, shot on Du Pont 931 film.

WNEM-TV uses

one film for all light conditions... Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

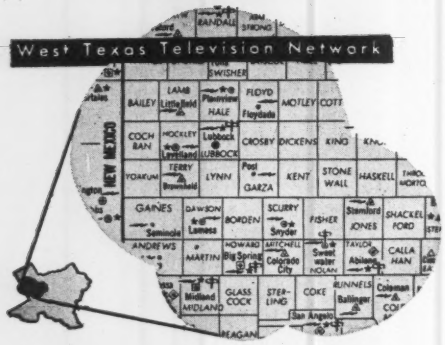
For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT

REG. U. S. PAT. OFF.

Better Things for Better Living... *through Chemistry*

1 BUY 3 MARKETS



KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country.

TV FAMILIES: 150,484

KPAR-TV, CBS, ABILENE-SWEETWATER

New studios in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities.

TV FAMILIES: 87,640.

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income.

TV FAMILIES: 65,970.

TOTAL TV FAMILIES: 304,091

Delivers greater % of audience in all time segments than any other BIG Texas market!

KDUB stations

KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

TV NETWORK SALES CURVE RISES

Irrespective of what next season's business may bring in time sales, network television billing in the current season is holding up to expectations, and, in fact, has increased over the billing for last year.

Figures released last week by Television Bureau of Advertising and compiled by Leading National Advertisers and Broadcast Advertisers Reports bear this out.

The tv networks grossed $44,636,018 in February, a gain of 13.3% over last year. In the first two months of the year, the networks grossed over $94.2 million at the one time rates, or 13.7% above 1957.

Each of the networks was up both for February and the two-month period. ABC-TV at the $8.4 million billing level in February was 36.5% over 1957; NBC-TV scored a 12.7% rise and CBS-TV a 6% increase. The percentage changes were similar for the two-month period for each of the networks.

There is still a substantial billings jump from ABC-TV's level to that achieved by the other networks. A rule of thumb shows NBC-TV with a gross about double that of ABC-TV in February, and CBS-TV with more than 2¼ times American's time billings.

The network billing breakdown as released by TvB:

NETWORK TELEVISION GROSS TIME BILLINGS

Source: LNA-BAR

	1957 FEBRUARY	1958 FEBRUARY	% CHANGE	1957 JANUARY-FEBRUARY*	1958 JANUARY-FEBRUARY*	% CHANGE
ABC-TV	$ 6,175,488	$ 8,427,596	+36.5	$12,891,069	$17,581,813	+36.4
CBS-TV	18,309,088	19,410,741	+ 6.0	38,540,562	41,504,756	+ 7.7
NBC-TV	14,900,631	16,797,681	+12.7	31,455,572	35,141,792	+11.7
TOTAL	$39,385,207	$44,636,018	+13.3	$82,887,203	$94,228,361	+13.7

BILLINGS MONTH BY MONTH—1958

	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY*	$9,154,217	$22,094,015	$18,344,111	$49,592,343*
FEBRUARY	8,427,596	19,410,741	16,797,681	44,636,018

* January 1958 Figures Revised 4/7/58

KENT Affiliates with NBC

KENT Shreveport, La., has affiliated with NBC, effective last week, it was announced by Frank H. Ford Sr., owner. The station also retains its MBS affiliation, continuing that network's news commentaries and sports features, and its participation with the special St. Louis Cardinals baseball network.

Sale of KENT to Radio Shreveport Inc. (Troy A. Kaichen and son) has been filed for FCC approval [STATIONS, April 7], but Mr. Ford and his sons, Frank Jr. and William, remain under management contracts with the station.

Hansen Named to New CBS Post

Carroll V. Hansen, coordinator of news and sports for CBS Radio since July 1955, has been appointed to the new position of program coordinator for CBS-owned radio stations, according to Jules Dundes, vice president in charge of station administration for CBS Radio. Mr. Hansen will function as liaison between the network and the six owned stations on the local programming level, reporting directly to Mr. Dundes.

CBS-TV Promotes Stromberg

Hunt Stromberg Jr., who joined CBS-TV Hollywood in June 1956 as a program development executive, has been appointed director of program development. Announcing the promotion, Guy della Cioppa, vice president and director of programs CBS-TV Hollywood, said Mr. Stromberg will be "responsible for the origination and initial processing of formats and properties for any programs developed on the west coast."

THE SWITCH from secondary to primary CBS-TV affiliation for WJIM-TV Lansing, Mich. [NETWORKS, April 7], is executed by (l to r) Edmund C. Bunker, CBS Television network vice president and director of station relations; Harold F. Gross, president of WJIM-TV, and Edward Scovill, midwest manager, CBS-TV network station relations. CBS programs get priority under the new contract with WJIM-TV continuing as an optional affiliate of NBC and ABC.

THE TRADING STAMP:

Over half of the non-stamp supermarkets have lowered food prices because of the trading stamp's competitive pressure

Consumers have benefited from trading stamps in both stamp and non-stamp stores. When a leading research organization recently made a national survey among the managers of 541 supermarkets that do not give stamps, they found that more than half of them (51.5%) had reduced prices to compete with stamps.

At the same time, supermarkets that give stamps have remained competitive within normal price ranges. With increased volume paying for the cost of stamps in most instances, stamp stores have been able to maintain prices, or even lower them. According to studies by marketing experts connected with universities, there is no evidence that stamp stores, as a class, charge higher prices than non-stamp stores.

Thus, the trading stamp can be counted among the anti-inflationary forces operating on food prices. At a time like the present, when there is upward pressure on the prices of everything, it seems we need more and more competitive forces, like trading stamps, in the marketplace.

* * *

REFERENCES: "Status of Trading Stamps in Food and Drug Stores." Selling Research, Inc., New York, 1957.

"Competition and Trading Stamps in Retailing." Dr. Eugene R. Beem, School of Business Administration, University of California.

This message is one of a series presented for your information by

THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York.

S&H pioneered 62 years ago in the movement to give trading stamps to consumers as a discount for paying cash.

S&H GREEN STAMPS *are currently being saved by millions of consumers.*

Distinguished Winners of the Broadcasters Open

In the past 10 years these broadcaster-golfers have won the annual BROADCASTING tournament, held in connection with the NAB convention:

1948—Pete Watts, KYOR San Diego, Calif., low gross, 79; Don Fedderson, KLAC Los Angeles, and Max Everett, Everett-McKinney, tied for low net.

1949—Joe Higgins, WTHI Terre Haute, Ind., low gross, 78; Bruce Bryant, Edward Petry Co., low net.

1950—Merrill Lindsay, WSOY Decatur, Ill., low gross, 79; Rolston Fishburn, Edward Petry Co., low net.

1951—Lew Green, Green Assoc., low gross, 78; Robert Stoddard and William Ware (deceased), KSTL St. Louis, tied for low net.

1952—Joe Higgins, low gross, 79; Steve Roche, NBC Chicago, low net.

1953—Sil Aston, KMBY Monterey, Calif., low gross, 76; Andy Jarema, WKOP Binghamton, N. Y., low net.

1954—Joe Higgins, low gross, 73; Henry B. Clay, KWKH Shreveport, La., low net.

1955—Joe Higgins, low gross, 73; Marshall Pengra, KLTV (TV) Tyler, Texas, low net.

1956—Joe Higgins and Merrill Lindsay tied for low gross, 79; FCC Chairman John C. Doerfer, low net.

1957—Mark Schreiber, Mark Schreiber Adv. Agency, Denver, low gross, 72; Merrill Lindsay, low net.

1958—**IT COULD BE YOU.**

This year's tournament will be held Monday, April 28, at Los Coyotes Country Club, a half-hour from downtown Los Angeles. Buses will leave the Biltmore Hotel at 8:30 a.m. and return in mid-afternoon. There'll be prizes provided by Los Angeles stations and silver trophies provided by BROADCASTING. Golfers will be guests of BROADCASTING at a buffet luncheon and at the 19th hole.

Reserve your starting time now with your nearest BROADCASTING representative. Or check in at the BROADCASTING suite Sunday, April 27, in the Biltmore Hotel.

TRADE ASSNS.

SALANT TELLS BROADCASTERS TO ADMIT THEY'RE IN BUSINESS

- **CBS v.p. advocates frank stand against detractors**
- **Colorado jurist defends free access for radio, tv**

"Broadcasters should get off the defensive and come right out and say they're in business—that they can't serve the public interest unless they get audiences and advertisers in the first place," Richard S. Salant, CBS Inc. vice president, said in a speech prepared for delivery Friday before the Ohio Assn. of Broadcasters, meeting at the Hotel Carter, Cleveland.

(Other speakers: Colorado Supreme Court Justice Otto Moore and attorney Wayland Cedarquist, debating Canon 35; Ben Sanders, KICD Spencer, Iowa, on small stations; FTC Comr. Robert Secrest, on advertising; Gerald A. Bartell of the Bartell Stations, on management and programming—*see below*).

"We get so carried along with defensive attitudes that when we do get around to the real backbone of broadcasting—entertainment—we say it in a whisper, if we say it at all," Mr. Salant asserted. "We act as though we were ashamed of it. And we rarely seem prepared to admit out loud that outs is a business which depends on revenues—dollars—from advertisers for survival."

"I'm not suggesting that we turn our backs on our functions in the non-entertainment fields," Mr. Salant continued. "We have greater responsibilities than ever before in the areas of information and non-entainment. But I do suggest that there may be some merit in re-defining our functions in our own minds so that all of us can make it clear that our system of free competitive enterprise in broadcasting means just that —free competition for audience and for advertisers."

He warned, however, that "if we should ever go this route of re-emphasizing the nature of our business, we must always remember that the key is programming."

Mr. Salant said broadcasting is "suffering from a galloping case of Washingtonitis." Counting off the various investigations conducted in Washington since 1954, he noted that between then and now eight CBS officers have appeared in formal hearings 15 different times as witnesses before nine different federal investigating groups. "And there's no end in sight," he added.

During the Barrow hearings, he said, CBS-TV officials in Washington to testify were called continually from headquarters about "crises with talent, crises with programs, crises with sponsors, even crises with crises" —and "all we could do was stay in Washington waiting for the next day's testimony, while we were trying to continue the business of running a network by remote control." He continued:

"There was the guts—or some of the guts —of the organization in Washington, not trying to do anything constructive like getting new and better programs on the air, or finding new sponsors, or doing something that would mark the day well spent. Instead they were pouring all their energies—day after day from 7:30 a.m. to 3 a.m.—just in trying to stand still."

Mr. Salant summarized his views thus: "(1) It's a mess in Washington; (2) There are no easy answers; (3) Nobody loves us but the people; (4) We're in business; let's admit it (5) Let's do the best job of programming we know how, and (6) If we're ever to be led out of this Washington wilderness, you, the individual men and women in the broadcasting business, are the ones who will do it."

The American Bar Assn. ban (Canon 35) on radio and tv coverage of court proceedings "cannot be supported in fact or in law," Judge Moore, Chief Justice of the Colorado Supreme Court, said in debating the ABA ban with Wayland B. Cedarquist, Chicago attorney.

The ABA's committee that recommended retention of the radio-tv ban with minor changes in language failed to conduct a thorough study of the problem, Judge Moore charged. The committee's report was laid aside at the February meeting of the ABA's House of Delegates.

There is no competent evidence available to prove facts assumed by the committee to be true without proof, he argued, recalling the extensive hearing held by the Colorado court before it decided to allow broadcast coverage of trials.

"I can give you the names and addresses of at least 1,000 competent witnesses to testify that the assumptions and conjectures upon which proponents rest their case are absolutely false," Judge Moore argued. He continued, "These witnesses to facts within their personal knowledge would stand up under all the rules of evidence which we enforce in determining the truths in the trial of cases under law. In administering justice in the courts of America we don't deny constitutional freedoms on assumptions, on fears, on conjecture or the guesswork of any individual or group of individuals. We base our judgments on the evidence—competent evidence."

Mr. Cedarquist defended Canon 35 on the ground that the right of each person to a fair trial is more important than a few moments of entertainment. The rights of the individual should prevail when they come into conflict with a privilege of the multitude, he argued.

Ben B. Sanders, president of KICD Spencer, Iowa, told how that 250 w station has built sales to $224,000 a year in a town of 7,400 population. "We built an audience and then went after sponsors," he said. The station has two salesmen. Five cars are equipped with shortwave transmitters and radar weather equipment has just been installed.

Robert Secrest, member of the Federal

Philco Portable TV Microwave

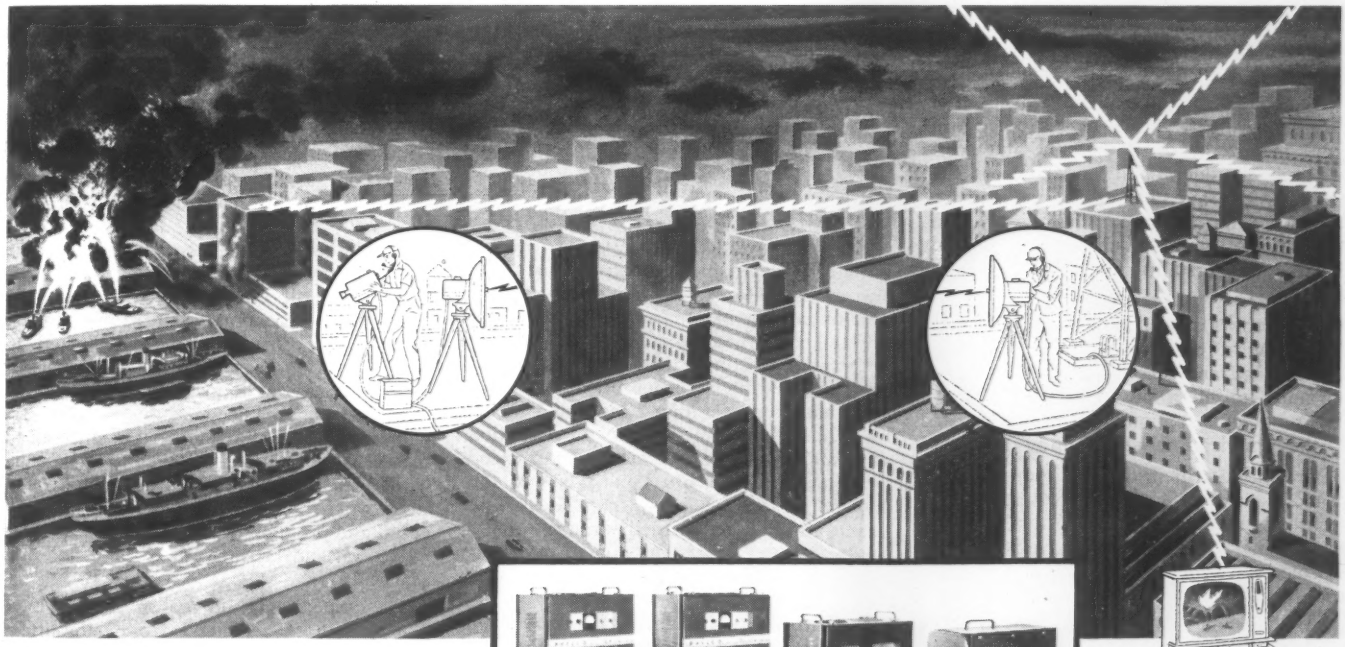
Fast set-up and check-out for remote TV pickups now possible! Here is outstanding performance reliability for fast, remote TV relaying . . . easy to carry . . . quick to set-up . . . simple to check-out. With a new Philco TLR-5 system, you can be on-the-air in a matter of minutes—for coverage of virtually any location in your area.

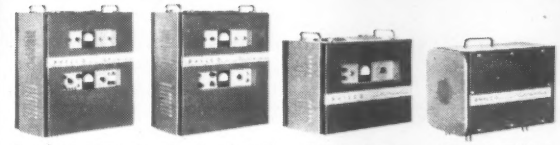
Philco TLR-5 Microwave provides completely portable relaying for NTSC compatible color or monochrome TV signals . . . plus 15KC audio channel. Here is a completely modern microwave system, especially designed to meet the needs of TV broadcasters for thoroughly dependable, remote TV operation. The TLR-5 delivers one full watt output to insure operational reliability. Built-in metering facilities assist in rapid system check-out for fast, on-the-spot operation.

Philco TLR-5 systems are available for Common Carrier and S-T-L bands. High video signal-to-noise ratio assures you of clear pictures even from difficult propagation areas. Plug-in circuit construction simplifies maintenance by permitting substitution of the most critical units.

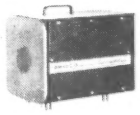
Philco Engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Write today for TLR-5 specification sheet.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering. Look ahead . . . and you'll choose Philco.



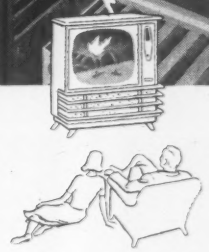


Transmitter Control & Power Supply Unit | Receiver Control Unit | Receiver Power Supply | Receiver RF Head



Transmitter RF Head

★ *Meets all NTSC requirements for compatible color relaying.* ★ *Provides full multiplexing audio channel.* ★ *Lightweight units "suitcase" packaged for easy portability.* ★ *Designed for split-second set-up and check-out . . . gets your remote pickups on-the-air quickly.* ★ *Completely weatherproof RF heads.* ★ *Built-in metering of all important circuits.* ★ *Extremely high sensitivity . . . low noise receiver.* ★ *Backed by Philco's complete survey, installation and maintenance service.*



PHILCO® GOVERNMENT & INDUSTRIAL DIVISION

4708 Wissahickon Ave., Philadelphia 44, Pa.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

Trade Commission, described FTC's monitoring of advertising media. He termed advertising "the lifeblood of competition" and described it "largely responsible for and essential to the tremendous prosperity of our nation and the high standard of living enjoyed by our people. It creates the demand for new and better products. It creates the demand for more products. This demand in turn creates more employment and more employment creates the purchasing power needed to consume our ever-increasing production."

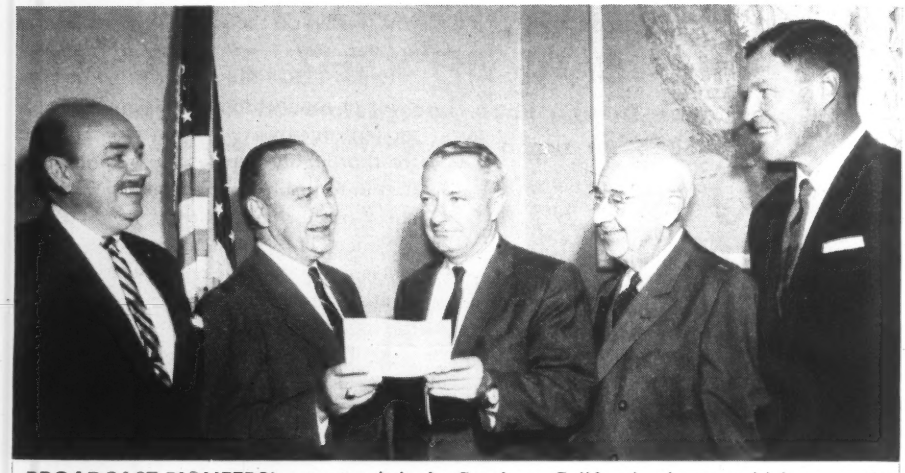
Mr. Secrest said this is "a healthy cycle without which the wheels of industry would halt, progress would stop, and the abundant life which is typically American would rapidly disappear."

Gerald A. Bartell, president of the Bartell Group, predicted a decline in radio's "formula operators" and emergence of "a dynamic programming based on the ebb and flow of audience response factors." He said this technique will build manpower by making radio personnel react quickly and intelligently to a changed set of circumstances.

He added, "Instead of looking at his audience from the Olympus of his office window, management will mingle and jostle and rub shoulders and knock knees and analyze." He said this type of management will make more money "because a sales organization alert to change understands dollars and cents and how to make more of them."

Tomorrow's radio, Mr. Bartell said, "in developing a creative editorial leadership will take advantage of an unparalleled opportunity to fill a position which, with a few notable exceptions, has been vacated by the American newspaper industry."

Mr. Bartell criticized programming "predicated exclusively upon a tabulation of the records purchased by youngsters in their early teens." "The unweighted extension of the teenage taste to include all age groups, and then to program those records exclusively, is an erroneous conclusion based upon a specious premise," he said.



BROADCAST PIONEERS' newest unit is the Southern California chapter which currently is being organized by west coast veterans who meet the 20-year requirement. A forthcoming election of permanent chapter officers is being set by (l to r) Art Holbrook, manager of the Southern California Broadcasters Assn.; Loyd Sigmon, vice president, KMPC Los Angeles; Cal Smith, president, KFAC Los Angeles; George L. Moscovics, formerly of KNXT (TV) Los Angeles, and Robert O. Reynolds, president of KMPC. Temporary officers are president, Howard Meighan, vice president, CBS-TV; vice presidents, Mr. Reynolds and Mr. Smith, and secretary, Mr. Holbrook.

Mayer Sparks Battle of Sexes In Speaking to Receptive AWRT

An enthusiastic audience of women broadcast-advertising executives last week cheered on Martin P. Mayer as the 31-year-old author of *Madison Avenue, U.S.A.* accused the radio-tv-advertising industries of "exploiting" unorganized (female) masses by holding up "glamorous titles" instead of "adequate compensation." He noted that in his research he came across "an exceptionally few" number of women account executives and broadcasters holding down top-echelon jobs earning more than $12,000 per year and that it "seemed strange" that a business that depends on women customers would "discriminate" against women marketers.

Mr. Mayer, speaking before a luncheon meeting of American Women in Radio & Television last Wednesday in New York, declared that "in advertising and, I suspect to a good extent in broadcasting as well, too many second-rate men are living off the brains of first-rate women."

His bone of contention: for a business that loudly proclaims itself to be "liberal and unstodgy," a business "dedicated to finding a bright new world" in products as well as ideas, this industry-wide discrimination against organized womanhood is archaic, shameful and unwise. He questioned the validity of allowing women to write copy while "locking them out" of strategy sessions when "too often a woman's intuition could and probably would have a far-greater effect on advertising than so-called research."

He opined that the reason women have generally been excluded from "important account positions" is that there has been "considerable client resistance" toward dealing with women and that "an agency wouldn't want to entrust a woman with the responsibility of 'fixing up' a night's entertainment."

Mr. Mayer also felt that the advertising business was "taking itself far too seriously," that advertising is "attaching far too great an importance to public relations," continually worrying about "the public attitude toward advertising."

Quam Heads Equipment Group

Assn. of Electronic Parts & Equipment Mfrs. announces that Helen Staniland Quam, board chairman and distributor sales manager of Quam-Nichols (loudspeaker manufacturer), Chicago, has been elected president of AEPEM. Col. Gail S. Carter, Merit Coil & Transformer Corp., was elected first vice president; Robert E. Svoboda, Amphenol Electronics Corp., second vice president.

STEVE McNALLY STARS IN ZIV'S ALL NEW *IMPACT* SERIES!

TARGET

"5 HOURS TO LIVE"
The father of a 10-year old boy holds the stolen $100,000
An international criminal holds the serum that can save the boy's life. Will the exchange be made in time to save the boy's life?

SUSPENSE!

NOW SHOOTING AT ZIV STUDIO!

Eight Nominated for Four Slots On APRTA Board of Directors

Eight candidates for the Associated Press Radio and Television Assn. board of directors were selected last week, according to Cecil Woodland, general manager of WEJL Scranton, Pa., and chairman of APRTA's nominating committee. Four of the candidates will be elected by AP radio and television members to represent radio stations from 1 kw to 10 kw on the 16-member board.

Candidates selected were:

First district, for a one-year term—Daniel W. Kops, president of WAVZ New Haven and president of APRTA, and Samuel M. Altdoeffer, manager of WLAN Lancaster, Pa.; second district, for a two-year term—Don Murray, news director of WDBJ Roanoke, Va., and Davenport Smith, news director of WBRC Birmingham, Ala.; third district, for a three-year term—Dick Cheverton, news director, WOOD Grand Rapids, and Don O'Connor, news director, WISH Milwaukee; fourth district, for a four-year term—Richard O. Lewis, general manager of KTAR Phoenix, incumbent, and Calvin J. Smith, president and general menager of KFAC Los Angeles.

According to APRTA law, any three member stations in each of the four districts may sign a petition nominating an additional candidate provided these entries are in before midnight May 31. Tenures of the new members are in line with the recently-amended bylaws calling for staggered terms of office. Such staggering, Mr. Woodland said, will give all segments of broadcasting continuous representation on the APRTA board.

Members of the nominating committee, in addition to Messrs. Woodland, O'Connor and Murray, are Richard Sommerville, general manager of WTTH Port Huron, Mich.; Pat Murphy, manager of KCRC Enid, Okla.; John H. Matlock, co-owner of KOZE Lewiston, Idaho, and Harry Van Slycke, news director of KITE San Antonio.

WTWO (TV)'s Carpenter Protests Proposed Ban on Subliminal

A proposed ban on the use of subliminal perception on television, submitted to the NAB Tv Board for ratification, should be rejected, in the opinion of Murray Carpenter, president of WTWO (TV) Bangor, Me. The ban was drafted at the March meeting of the NAB Tv Code Review Board [TRADE ASSNS., March 31].

Mr. Carpenter has been experimenting with subliminal techniques for several months [STATIONS, Nov. 25, 1957]. In a letter to NAB he asked, "Did the [Code] Board in reaching this decision give any opportunity to people, like myself, to present a point of view or did the board members decide by themselves that their wisdom is so profound that they are safe in deciding the future of a technique, which may (or may not) be important to the development of the world's most important medium of information, namely television?"

He reminded that few persons know much about subliminal tv or how effective the technique might become. He added, "Yet the Code Board seems to have decided on behalf of the industry that it is somehow wrong to investigate a technique, even though that technique when refined might improve the broadcaster's ability to carry out his responsibility to operate in the public interest."

Displays, Awards, Conference, Highlight Premium Exposition

The four-day silver anniversary show of the National Premium Buyers Exposition at Navy Pier opens today (Monday) in Chicago where the country's leading manufacturers will display their wares. Mayor Richard J. Daley of Chicago has designated April 13-19 as "Premium and Incentive Merchandising Week" in that city.

Highlight of the exposition is the Premium Adv. Assn. of America conference tomorrow (Tuesday) morning. Featured speakers include William J. Hecker, advertising-merchandising manager of National Biscuit Co., and Martin Mayer, author of *Madison Ave., U.S.A.* Premium Industry Club's awards banquet will be held Wednesday at the Congress Hotel.

In advance of the trade show, Hub Erickson, A. B. Coffman Assoc., reported no evidence of a slump in the premium field and said many manufacturers predict 1958 will be the biggest year yet for premium and incentive merchandise. He posed the need, however, for a program to educate executives with firms not now utilizing premium aids. The majority of those attending the trade show are traditionally buyers from major firms using premiums.

Ark. Broadcasters Elect Slate

B. J. Parrish, KOTN Pine Bluff, was elected president of the Arkansas Broadcasters Assn. at the recent meeting held in Little Rock. He succeeds Ted Rand, KDRS Paragould. Other officers elected were C. R. Horne, KXRJ Russellville, vice president; Don Thompson, KAMO Rogers, secretary, and June S. Spann, KWAK Stuttgart, re-elected executive secretary. Lee Reaves, KWRF Warren, was elected to the board.

WSAAA to Hear Lever's Thurme

Samuel A. Thurme, general manager of advertising services for Lever Bros., will discuss the marketing approach used by his company in an address to the Western States Advertising Agencies Assn. He will speak during the WSAAA's annual conference, to be held April 24-26 at the Oasis Hotel in Palm Springs, Calif. The convention agenda also includes speeches by Dr. Ernest Dichter, president, Institute for Motivational Research, and Walter McNiff, director of the western office of TvB.

In the Syracuse Market

WSYR COVERS
***80% MORE RADIO HOMES**
Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO.

5 KW • SYRACUSE, N. Y. • 570 KC

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Saturday	47.0	43.9	41.7
Sunday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	94,898
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16
or ask BLAIR *Television* ASSOCIATES INC. national representatives
New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

SELF-CENSORSHIP BACKED BY ALMOND

- **Governor addresses VAPB**
- **Hoarty elected president**

Virginia Gov. J. Lindsay Almond Jr. told the Virginia AP Broadcasters at the group's spring meeting that American news media will impose on themselves "in the interest of the public good all the censorship that is needed." He commended newsmen for urging the Virginia General Assembly to adopt a resolution calling for open meetings and open records.

The meeting, held April 4 at the Washington National Press Club, also saw election of Leo Hoarty of WBOF Virginia Beach as VAPB president succeeding Mrs. Mildred Alexander of WTAR Norfolk.

Other new officers: Jack Clements, WRVA Richmond, vice president; Wally Hankins, WAGE Leesburg, treasurer, and Frank H. Fuller, AP bureau chief at Richmond, secretary. Named to the board of directors: Don Murray, WDBJ Roanoke; Bob Wolfenden, WMEV Marion, and C. A. Sinclair II, WPRW Manassas.

In the awards presentation, WRVA Richmond led the field among metropolitan stations, taking three first places. WBOF Virginia Beach captured five first place awards in the non-metropolitan category.

WRVA took top metropolitan (two or more stations in market) honors in comprehensive, commentary and state-local broadcasts. WTAR Norfolk won first awards in sports and women's news. WRNL Richmond took first place in farm news and WTON Staunton in special events.

WBOF's first places were in the non-metropolitan classifications of comprehensive, commentary, sports, farm news and special events. WRAD Radford was first in state and local and WBBI Abingdon in women's news.

Don Greene of WCYB Bristol won the WDBJ (Roanoke) Cup for a station and individual giving the best news protection to AP during the year. Mr. Greene also won the award in 1955-56 when he was with WSVS Crewe; he is the only two-time recipient of the WDBJ Cup since it was first offered eight years ago, VAPB says.

A total 42 awards were given in the seven news categories. Nine newsmen from North Carolina stations judged the VAPB contest, which drew 85 entries from 20 of 59 member stations.

Broadcast Pioneers Ask DeMille To Be Principal Speaker in L. A.

Veteran motion picture producer Cecil B. DeMille ("The Ten Commandments"), onetime producer of CBS Radio's *Lux Radio Theatre*, will be cited at the 17th annual dinner-meeting of the Broadcast Pioneers, April 29 at the Statler Hotel, Los Angeles, site of the NAB convention. Mr. DeMille will be the principal speaker.

Meanwhile, Broadcast Pioneers President John F. Patt, president of WJR Detroit, said that NBC Vice President William S. Hedges, chairman of the Pioneers awards committee, will "shortly make known the complete list of citations for distinguished achievement in various fields of broadcasting," as well as other awards. Mr. Patt also announced the formation of new chapters.

Chapter officers are:

- Northern Ohio chapter: Carl George (WGAR Cleveland) president; James C. Hanrahan (WEWS [TV] Cleveland), Warren P. Williamson Jr. (WKBN-AM-TV Youngstown), Allen Simmons (WADC Akron) and Eugene Carr (WHBC Canton), vice presidents; Gordon Davis (KYW-AM-TV Cleveland), secretary-treasurer.
- Michigan chapter: Don DeGroot (WWJ-AM-TV Detroit), chairman; Les Biederman (WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petosky, WATC Gaylord), senior-vice chairmen; William G. Siebert (WJR Detroit), secretary-treasurer; Milton Greenebaum, first vice president; Carl E. Lee (WKZO-TV Kalamazoo, KOLN-AM-TV Lincoln, Neb.; WJEF Grand Rapids, and WMBD Peoria, Ill.), second vice president; Harry Travis (WNEM-TV Bay City, WABJ Adrian and WPON Pontiac), third vice president, and Willard Schroeder (WOOD-AM-TV Grand Rapids), fourth vice president.
- Southern California chapter: Robert O. Reynolds (KMPC Los Angeles), president; Cal Smith (KFAC Los Angeles), vice president; Art Holbrook (Southern California Broadcasters Assn.), secretary-treasurer.
- "Heart of America" chapter: No officers yet but W. K. Hartenbower (KCMO Kansas City) shortly will announce nomination and election of an officer slate.

RTES Nominates Officers; McGannon Slated For President

Nominations for new officers of Radio & Television Executives Society of New York are being announced today (Monday), with Donald H. McGannon, president, Westinghouse Broadcasting Co., slated to succeed ABC Vice President John Daly as president of RTES. Elections will be held at the annual RTES luncheon meeting May 14.

Officer nominees are Geraldine Zorbaugh (CBS Radio vice president-general attorney), first vice president; Don Durgin (NBC-TV network sales vice president), vice president; Frank E. Pellegrin (H. R. Representatives Inc. vice president), vice president; Omar F. Elder Jr. (ABC assistant general counsel), secretary, and Jay Smolin (advertising-sales promotion-publicity director, Associated Artists Productions Inc.), treasurer.

Nominated for two-year terms to the Board of Governors: Ted Bergmann (president, Parkson Adv.), Ernest Lee Jahncke Jr. (vice president and assistant to the president, Edward Petry & Co.), Winfield R. Levi (sales manager, BROADCASTING), Alfred L. Mendelsohn (assistant tv sales manager, Universal Pictures Corp.) and David Channing Moore (president, Transcontinent Tv Corp.). One-year nominee was Josef C. Dine, partner in public relations firm of Dine & Kalmus.

NAB PLEASED WITH L. A. BOOKING

Advance registration for the NAB convention, to be held April 27-May 1 in Los Angeles, is running about 10% ahead of the same period in 1957 despite the west coast locale.

NAB President Harold E. Fellows and other staff officials were delighted at the surprising registration figures for both management and engineering meetings but they warned that total attendance may fall well below the 1957 figures in Chicago.

They observed that many persons planning the long trek to the west coast were probably making their arrangements well ahead of convention time because the trip is longer. Normally NAB's west coast conventions have not been as well attended as those in the Midwest or East.

Programming for the convention was completed at the weekend. Howard H. Bell, NAB assistant to the president in charge of joint affairs and convention program manager, announced the May management luncheon will feature a tribute to Dinah Shore, NBC-TV artist sponsored by Chevrolet.

A series of special features will be built around Miss Shore's appearance at the luncheon. She made her radio debut before World War II at WSM Nashville, Tenn.

Plans for a public relations session preceding the FCC roundtable the morning of April 30 were drawn up by Donald N. Martin, assistant to the president in charge of public relations. John M. Outler Jr., who retired recently from WSB-AM-TV Atlanta, will direct a presentation of NAB's upcoming "Learn and Live" project.

"Learn and Live" was approved by the board last January. It is designed to promote the place of broadcasting in the nation's life, showing how radio and tv serve the public. A major project, it will get underway by early summer. Stations and networks will cooperate with government and civic agencies. Mr. Outler was chairman of the NAB Public Relations Committee at the time the idea was conceived.

Mr. Bell said a panel titled "Radio's Role in National Defense" will be moderated by Vincent T. Wasilewski, NAB government relations manager. Brig. Gen. W. H. Duplantis, USMC retired, has been added to the program, scheduled the afternoon of April 29. Gen. Duplantis is assistant administrator of communications, Federal Civil Defense Adm.

A. Prose Walker, NAB engineering manager, announced Murray G. Crosby, of Crosby Labs., Hicksville, N. Y., has been added to the Engineering Conference program. Mr. Crosby will explain a compatible system of stereo transmission by fm multiplex at the technical session the afternoon of April 29. He will appear with William Tomberlin, of KMLA (FM) Los Angeles, who will read a paper on fm multiplexing.

Two more events not on the official convention agenda were announced last week. ABC-TV affiliates will meet April 25. KABC-TV Los Angeles will take out-of-town timebuyers on a tour of Disneyland which will include souvenir gifts and a Hawaiian luau.

Uhf Group Slates L.A. Meet

The Committee for Competitive Television, an organization of uhf stations, has announced that it would meet April 27 at the Hotel Statler, Los Angeles, prior to the NAB convention. Dr. George R. Town, executive director of the Television Allocations Study Organization, is to talk about the work of TASO.

CCT also announced that Louis J. Appell Jr., WSBA-TV York, Pa., has been named third vice chairman of the organization. Others are: Hal Phillips WTVH (TV) Peoria, Ill., and Edward Breen, KQTV (TV) Fort Dodge, Iowa. John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., is chairman of CCT.

Five Join NAB Exhibitors

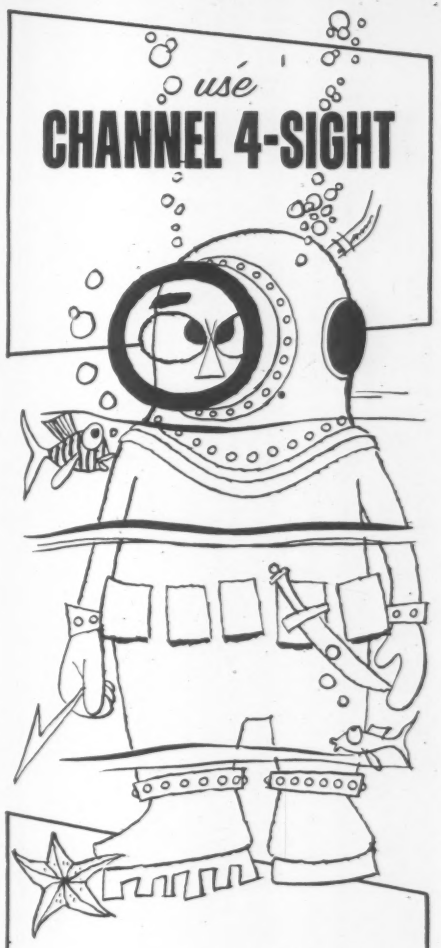
Five exhibitors have been added to the list of those booking display space at the NAB convention in Los Angeles April 27-May 1 [TRADE ASSNS., March 24; AT DEADLINE, March 31]. New exhibitors: Industrial Transmitters & Antennas, Upper Darby, Pa.; Kahn Research Labs, Freeport, Long Island; Hollywood Television Service, N. Hollywood, Calif.; Modern Talking Picture Service, New York, and Kleigl Bros., New York.

Sales Promotion Convention Set

Prof. Albert W. Frey, author of the "Frey Report" on advertising agency compensation methods, will be among guest speakers at the first national convention of the Sales Promotion Executives Assn. in New York April 30-May 2, according to Ernest W. Hull, association president. Four panel discussions—"Marketing Research for Sales Promotion Executives," "Application of Motivational Research for Sales Promotion Men," "Cooperative Advertising in Sales Promotion" and "Making Mailings Make Money"—have been scheduled. Convention headquarters will be the Hotel Roosevelt.

Radio Boosted for Insurance

Rowland J. Varley, national account executive, Radio Advertising Bureau, told the Annual Insurance Day meeting of the Milwaukee Assn. of Insurance Agents last week, "In life insurance alone, you're missing sales among 71% of all your prospects." Mr. Varley backed up his speech with a specially prepared slide presentation on radio's effectiveness as an advertising medium for selling insurance. He explained his 71%-below-par figure by stating "about 30% of the U. S. population today has no form of life insurance—and 41% of current policy holders admit they don't have enough coverage."

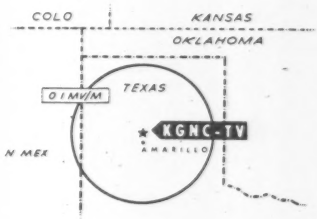


You won't suffer that sinking feeling if you use Channel 4-Sight on the Great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY **KATZ MAN**

Radio-Tv Production, Sales Down for February, EIA Reports

Production and retail sales of radio and tv receivers declined in February, according to Electronic Industries Assn.

Radio production—February, 876,891 sets (includes 268,445 auto sets); January, 1,026,527; February 1957, 1,264,765.

Radio retail sales (auto sets not included)—February, 420,065; January, 534,640; February 1957, 525,029.

Tv production—February, 370,413 (includes 34,048 with uhf tuners); January, 433,983; February 1957, 464,697.

Tv retail sales—February, 448,727; January, 581,486; February 1957, 525,437.

Admiral Counters Zenith Suit, Charges Patent Infringement

Admiral retaliated against Zenith last Monday with a counter-suit in U. S. District Court, charging patent infringement and "malicious acts of unfair competition" and suggesting Zenith sought "widespread publicity" through false accusations.

Admiral requested treble damages and an injunction against Zenith's "further violation" of two Admiral patents that cover phonograph record spindles. At the same time Admiral denied Zenith's patent infringement claims involving the latter's Fringelock tv circuit and Space Command remote control unit. Zenith brought suit against Admiral in district court Feb. 11 [MANUFACTURING, Feb. 17].

In its counter-claim, Admiral noted Zenith's charge it had employed a former Zenith engineer to reproduce the remote control unit and asserted the accusation lacked any basis in fact.

Claiming that phonograph sales incorporating its spindle feature have exceeded $200 million, Admiral asserted Zenith remote control patents obtained in 1957 and 1958 are "invalid" on grounds the principle was previously known and patented by others. Such devices using the same principle were utilized during World War II, Admiral pointed out.

Zenith Delaware Incorporation To Include Toll Tv Proviso

Provision for toll tv and conventional broadcast transmissions is expected to be effected in Zenith Radio Corp.'s charter for Delaware incorporation when stockholders convene April 22.

Shareholders approved a plan last February to change Zenith's legal site from Illinois to Delaware by statutory merger. At the same time the company increased authorized shares to two million (with $1 par value) and shares outstanding to 984,928, having the effect of a two-for-one stock split, effective March 31.

Zenith now operates WEFM (FM) Chicago and has uhf ch. 38 for experimental tv purposes. It wants to pave the legal way for FCC authorization to get into pay tv. A Zenith spokesman described the forthcoming move as technical in nature. Following is the new section on which shareholders will be asked to vote:

"To own and operate radio and television broadcasting and transmission stations and apparatus for the transmission of writing, signs, signals, pictures and sounds of all kinds, by wire, cable, radio, light and sound waves or radiation of any type including all instrumentalities, facilities, and services which are necessary or desirable for experimental, amateur or commercial purposes."

Six Million Tv Sets for '58 Predicted by Motorola's Galvin

Industry will turn out about six million tv receivers this year despite a relatively "slow start" in the first quarter of 1958, Robert W. Galvin, president of Motorola Inc., predicted.

Scoring the "parade of gloom" in some business quarters, Mr. Galvin reported Motorola will accelerate its tv set production this month and add some 700 production people for the next three months. They will work on the new models to be introduced publicly in July.

Among "bright spots" in consumer products Mr. Galvin cited car radio sales (running 5% ahead of January-February 1957) and high fidelity-phonograph sales (up 28% for the same period). He added that Motorola anticipates a 10% increase in portable radio sales during April-September over that span last year.

GE Develops New Tv Camera

Announcement of the first monochrome or color tv studio camera incorporating transistors to replace vacuum tubes was made last week by the technical products dept. of General Electric Co., Syracuse, N. Y. According to Paul L. Chamberlain, department manager for broadcast and military equipment, use of transistors will result in elimination of many high-pitched voice or sound waves sometimes seen as wavy lines on home receivers.

GE Opens Detroit Headquarters

General Electric Co. has announced establishment of regional headquarters for sale of its radio and television broadcast equipment in Detroit, Mich. The new headquarters address is 16247 Wyoming Ave. Wells R. Chapin, formerly manager of marketing administration and product planning for the company's technical products department at Syracuse, will head the new office.

Westinghouse Unit Moves to D. C.

Defense products headquarters of Westinghouse Electric Corp. have been established in Washington, D. C., at 1000 Conn. Ave., N.W., according to E. V. Huggins, Westinghouse vice president, and Maj. Gen. Albert Boyd (USAF Ret.), vice president—defense products. At the same time seven appointments to Gen. Boyd's staff were announced.

TAXES

Your energies to a useless degree to search for any better TV buy than KJEO-TV, the consistent lead TV station in Fresno and the great San Joaquin Valley. Call your Branham man for the complete KJEO-TV story. We guarantee you'll save your energies and get more for your money on KJEO-TV, Fresno. ACT TODAY!

SAG Rejects Proposal By AFTRA on Tv Tape

Attempts of AFTRA and Screen Actors Guild to work out in advance an agreement over jurisdiction of actors, singers and announcers employed on tv commercials recorded on tape have so far tended to create confusion and dissension rather than peace and harmony.

SAG last Wednesday made public the text of its letter rejecting an AFTRA board resolution that proposed a "joint administration of any 'gray' area in the field of taped tv commercials." Careful consideration of the proposal, SAG stated, "leads to the inevitable conclusion that we would be creating a third 'authority' between the two unions with attendant problems greater than the one we are trying to solve."

Claude McCue, western regional director of AFTRA, when asked about the matter, said that SAG had apparently misunderstood the resolution adopted by the AFTRA board. "AFTRA did not propose that the joint AFTRA-SAG committee negotiate and administer a new contract with respect to these studios [which will produce tv commercials on tape], but instead proposed that the joint committee determine which of the two unions' commercial contracts would cover those studios as they develop."

Mr. McCue expressed annoyance on first learning about the SAG letter from news men before it had been received by AFTRA. He was vehement in his denial that AFTRA had either issued or leaked word of its board resolution and refused to make available the text of that resolution or to discuss its contents beyond reading his prepared comments.

In rejecting an AFTRA-SAG "joint administration" plan, the SAG letter pointed out that "so far as the jurisdictional line is concerned, we believe it properly, fairly and practically delineated in our recent contract with the advertising agencies." This contract for talent employed on film commercials [PERSONNEL RELATIONS, March 24] also covers taped commercials "with the sole exception" of those "made for advertising agencies by tv stations and networks at their own broadcasting studios and facilities." Under this clause, the organizations for producing commercials on video-tape now being formed by Howard S. Meighan [AT DEADLINE, March 31] and other similar firms would have to deal with talent on SAG terms and conditions, rather than those of AFTRA which apply to commercials taped by stations or networks.

SAG, did not however, negate the idea of interunion cooperation in establishing policies for dealing with the new medium of video-tape. Its letter reports that the SAG board was "unaminously of the opinion that the welfare of the members of both of our unions would be best served by obtaining substantial equality of rates and conditions in the field of taped commercials. To that end we are prepared to cooperate with AFTRA to the fullest extent." SAG said that it had appointed a committee to deal with problems arising "in this field of mutual interest" and invited AFTRA to name a similar committee for that purpose.

NO RECESSION HERE

Residual collections for tv writers hit the $1 million mark March 28 at Writers Guild of America, West. An announcement from WGAW noted the new basic minimum contract and improved policing methods have resulted in increased payments for tv re-runs. Collections have accelerated from $14,000 a week at the beginning of the year to $16,000 a week at the end of the first quarter, WGAW stated.

SAG Residual Rights Upheld In Los Angeles Superior Court

Validity of the collective bargaining agreement of the Screen Actors Guild providing for residual payments on re-runs of tv films was upheld Thursday by Superior Judge Kurtz Kauffman of Los Angeles.

He handed down a judgment of $4,510.61 plus costs against Telemount Pictures, Mutual Television Products and Telemount-Mutual. SAG had sued for the money as re-run fees for 11 actors appearing in the *Cowboy G-Men* tv series.

Judge Kauffman ruled that re-run fees are wages, that the contract does not violate antitrust laws and that when a union collects money due its members under a collective bargaining agreement it does not make the union a collection agency subject to license.

AFM Reports Interim Truce With Goldwyn for 'Porgy' Movie

The American Federation of Musicians reported last week that Samuel Goldwyn Productions had signed an interim agreement to employ AFM members to work on "Porgy and Bess."

The company agreed to abide by terms of the AFM studio agreement which expired Feb. 19 and to accept terms of a successor agreement retroactive to Feb. 20.

The Goldwyn studio is not one of the so-called majors, against which AFM has gone on strike [PERSONNEL RELATIONS, Feb. 24] but is an important independent. About 30 independents have signed interim agreements.

NLRB Upholds Triangle, WNBF

Triangle Publications and WNBF-AM-TV Binghamton, N. Y., did not violate labor laws by practices in connection with a strike in late 1956 or by refusal to honor NABET's offer to return to work, according to a recommendation by Albert P. Wheatley, trial examiner of the National Labor Relations Board. Complaint against Triangle should be dismissed, he held.

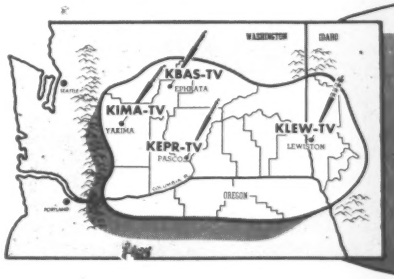
Everyone Scored but you, Smidley!

Yup—everybody on the team. But what in blazes happened to time-buying? They were all counting on you to grab this KIMA-TV combination. They were banking on this big, exclusive TV buy—this billion-dollar bonanza. But you just flat booted one of the nation's top 75 markets. Why, I'll never know. But they won't let you forget it, Smid. Believe me, they won't.

Quite a market . . .

Population 563,875
Automotive sales.....$116,239,000

Source: 1957 "Survey of Buying Power"

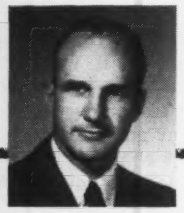


KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

Call off the Hidden Persuaders!

by
Bert Ferguson
Exec. Vice-President,
WDIA



It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless *you* know a few facts, you may be missing high volume sales in 40% of this great and growing market. This 40% consists of the Negroes in the Memphis market area.

FACT NO. 1:
THIS 40% IS SOLD ON WDIA!

Low Negro newspaper readership and television ownership mean you can't reach the Negro with these media.

WDIA, only 50,000 watt station in the area, programs exclusively to the Negro and commands his loyal, listenership. He first listens to WDIA—then buys the products advertised on *his* station!

FACT NO. 2:
THIS 40% SPENDS 80%
ON CONSUMER GOODS!

And, there are 1,237,686 Negroes in WDIA's listening pattern. The largest market of Negro consumers in the entire country!

What's more, these Negroes spend, on the average, 80% of their income on consumer goods! Last year, that income added up to an overwhelming $616,294,100!

In a recent 129-city survey, Memphis ranked first in ratio of total Negro to total white income. The Memphis Negro earned $28.79 for every $100 of white income. Compare this with $6.59 for every $100 in New York . . . $8.22 for every $100 in Philadelphia!

FACT NO. 3:
THIS 40% BUYS QUANTITY . . .
AND BUYS QUALITY!

Last year, Negroes in the Memphis market bought $63.7% of the cooked cereals sold in Memphis . . . 41.6% of the bread . . . 54.5% of the deodorants . . . 48.7% of the salad dressing!

WDIA consistently carries more national advertisers than any other station in Memphis, including such year-round advertisers as:

CARNATION MILK . . . KRAFT MAYONNAISE . . . BAYER ASPIRIN . . . ESSO STANDARD OIL COMPANY . . . LIGGETT AND MYERS TOBACCO COMPANY . . . NATIONAL BISCUIT COMPANY . . . WILDROOT CREAM OIL . . . WRIGLEY'S SPEARMINT CHEWING GUM.

WDIA—and WDIA alone—sells the Memphis Negro market. WDIA can wrap up this high volume market for you—in one neat package!

Write us today for facts and figures. Let us show you how WDIA can be a high-powered selling force for you—in this big buying market.

WDIA is represented nationally by John E. Pearson Company

EGMONT SONDERLING, President

HAROLD WALKER, Vice-President, Sales

Ford Grants $200,000 For World Radio Swap

A grant of $200,000 from the Ford Foundation to the Broadcasting Foundation of America, for a "world-wide exchange of radio programs between American stations and broadcasting systems of Europe, the Far East and other areas" is being announced today (Monday) by BFA Board Chairman Robert Redfield.

The grant will be used for establishment of a center in New York City to tape programs from abroad for distribution in the U. S., and to help BFA produce and send abroad American radio programs, Mr. Redfield reported. "This exchange of the creative productions of many cultures," Mr. Redfield said, "will be a kind of international conversation, free of politics and propaganda."

Radio is being emphasized because although television has developed rapidly in some overseas nations, in general the rest of the world depends on radio, not tv, for broadcasting, Mr. Redfield said. BFA estimates 130,498,400 radio receivers are in use overseas, representing a 20% increase since 1954. A breakdown shows Western Europe has 64,737,100 sets, Eastern Europe 17,200,000, Arabic countries 2,141,500, non-Arab Africa 1,158,100, Far East 23,783,600 and Latin America 21,478,100.

Arrangements with broadcasting systems of 30 countries to prepare programs in English on the music, literature and art of their countries for American audiences, have been completed by BFA. A lineup of 77 stations in the U. S. will cooperate with BFA in airing the foreign programs, Mr. Redfield reported. Judith Waller, former midwest public affairs director for NBC, will act as program consultant.

In addition to the Ford Foundation grant, BFA has received support from the Rockefeller Foundation, the Creole Foundation, the J. Peter Schweitzer Foundation and private contributors.

Florida Plans ETV System For Colleges on West Coast

Florida hopes to put educational station WEDU (TV) Tampa on the air in September, following up with links to colleges on the state's west coast by Jan. 1, 1959, according to a report given by the Florida Educational Television Commission.

The ch. 3 Tampa facility is expected to serve St. Petersburg Junior College, Gibbs Junior College at St. Petersburg, Manatee County Junior College and the U. of South Florida at Tampa. Also under discussion are links with proposed educational tv stations on ch. 7 Jacksonville and ch. 5 Gainesville at the U. of Florida.

WTTW (TV) Pins Down $202,000

WTTW (TV) Chicago has raised $202,000 in its drive to sustain its non-commercial, educational operation this year.

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., reported receipt of $144,000 in "special gifts" and $58,000 in public contributions. The station needs $340,000, including $105,000 to cover studio expansion and new high power transmitting equipment. It expects to receive $500,000 for distributing national educational tv programs and from use of its kinescope recording facilities.

Oregon Conference Schedules Speakers, ETV Demonstrations

Dr. Charles A. Siepmann, chairman of the department of communications at New York U. and author of *Tv and Our School Crisis*, will head the list of speakers at the education conference to be held April 26 at the Oregon College of Education, Monmouth. His address, "The Promise of the Present," will report the results of a nationwide study he recently completed.

The theme of the conference, which is sponsored by Oregon College and the Oregon Education Assn., will be "Exploring the Future of Educational Television in Oregon." Other speakers will include Dr. Lester F. Beck, professor of psychology at Portland State College; Dr. James Morris, manager of KOAC-TV Corvallis, Ore., and Dr. Gerald Wallace, superintendent of schools, Pocatello, Idaho.

In addition to the addresses, the conference will feature demonstrations of etv in action. They will be shown on a giant-screen projection tv, set up by General Precision Labs. Several distributors have been invited to exhibit their newest educational tv equipment and their representatives will be on hand to answer questions concerning costs, installation problems, staff training and other technical matters.

WBC's McGannon Praises ETV, Presents Equipment to WGBH-TV

Educational television is "an infant in years . . . a giant in accomplishment," Donald H. McGannon, president of Westinghouse Broadcasting Co., told the Algonquin Club, Boston, last week at a luncheon meeting. Mr. McGannon cited the fact that half the television stations honored in this year's George Foster Peabody awards [AWARDS, April 7] were educational stations.

At the luncheon WBC presented to Boston educational station WGBH-TV equipment which, according to Mr. McGannon, will enable that station to become one of only three tv stations in the U. S. operating on the maximum power authorized by the FCC. The gift consists of a 25 kw RCA amplifier which will raise the station's power to 100 kw, maximum power allowable on ch. 2.

Stanton, Pulliam Speeches Set

Dr. Frank Stanton, president of CBS Inc., and Eugene C. Pulliam, president of the *Indianapolis Star* (WIRE) will be featured speakers at the annual Journalism Banquet during the U. of Missouri School of Journalism's 49th Annual Journalism Week April 28-May 3. Announcement of the week-long program was made by Dean Earl F. English of the journalism school. Meetings will take place at the university in Columbia.

MEDIA AWARDS GIVEN BY SAFETY COUNCIL

- **'Exceptional service' cited**
- **Broadcast entries score**

CBS Radio and CBC's radio and television networks, plus 147 radio and 36 tv outlets, are among recipients of the National Safety Council's 1957 public interest awards being announced today (Monday). Winners become eligible for the Sloan highway safety awards next month.

Topping NSC public information media honors, in addition to CBS Radio, are CBC and CBC-TV Toronto, Ont., and four radio-tv syndication firms, including Ziv Television Programs. Among broadcast advertising winners were Aluminum Co. of America, Chevrolet Div. of General Motors Corp., DeSoto Div. of Chrysler Corp. and others.

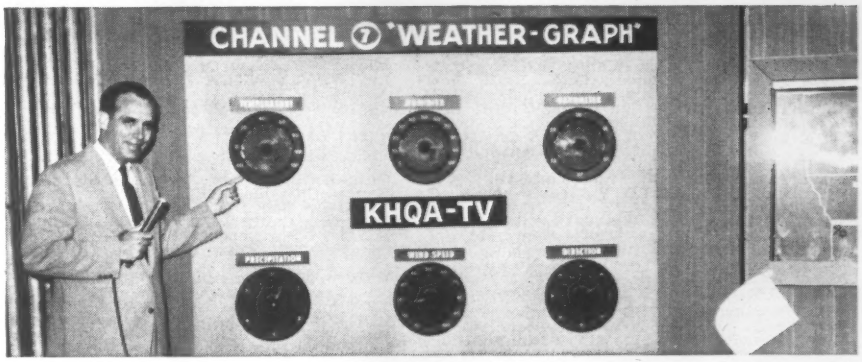
In announcing the non-competitive awards for "exceptional service" to general safety, Ned H. Dearborn, NSC president, cited the "tremendous contribution of mass communication media to the sharp reduction in the number of traffic deaths last year." "Radio-tv-advertiser winners considered for the Alfred P. Sloan Radio-Tv Awards for Highway Safety being judged later also include 40 daily and 18 weekly newspapers, 10 general circulation and 29 specialized magazines, 29 advertisers (radio-tv and non-broadcast entries) and 57 outdoor advertising companies.

CBS Radio was chosen for its concentrated safety mentions over holiday weekends (Memorial Day, July 4th and Labor Day) on both commercial and sustaining programs. Among advertisers Alcoa was honored for its live presentation of "No License to Kill" on the NBC-TV *Alcoa Hour* twice—Feb. 3 and Sept. 1—and Chevrolet for its heavy promotion of student driving training programs. In a new "syndicates" category, Ziv was honored for its contributions to safety in connection with its *Highway Patrol* film series.

The council reported receiving 259 entries from radio-tv stations and networks, radio-tv and non-broadcast advertisers and syndicates, with radio-tv entries showing an increase from 135 to 172 for 1957 honors. Radio stations were judged in two categories —over 1 kw (regional) and 1 kw and under (local). In the stations classification, eight non-commercial, educational radio and four educational tv outlets are recipients.

RADIO STATIONS

CFPL London, Ont.; CHLO London, Ont.; CHML Hamilton, Ont.; CKOM Saskatoon, Sask.; CKSL London, Ont.; CKSO Sudbury, Ont.; KBAM Longview, Wash.; KDPS-FM Des Moines, Iowa*; KECK Odessa, Tex.; KELO Sioux Falls, S. D.; KEX Portland, Ore.; KFAB Omaha, Neb.; KFBI Wichita, Kan.; KFH Wichita, Kan.; KFOJ Portland, Ore.; KGGF Coffeyville, Kan.; KGW Portland, Ore.; KHAM Albuquerque, N. M.; KIMO Independence, Mo.; KISD Sioux Falls, S. D.; KJAY Topeka, Kan.; KLAC Hollywood, Calif.; KLIK Jefferson City, Mo.; KLMO Longmont, Colo.; KLMS Lincoln, Neb.; KLON Long Beach, Calif.*; KLRS Mountain Grove, Mo.; KMMJ Grand Island, Neb.; KMO Tacoma, Wash. KMON Great Falls, Mont.; KMOX St. Louis.



KHQA-TV

BENDIX "WEATHERMAN"

lets TV viewers see weather record itself!

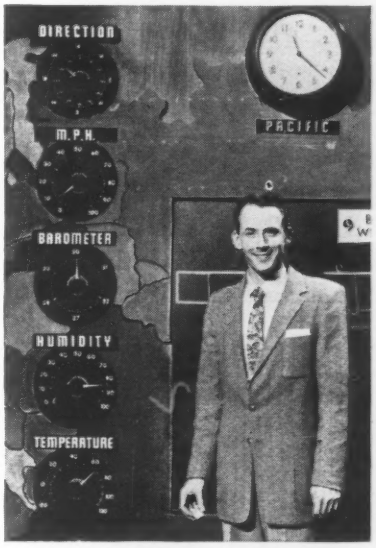
The Bendix "Weatherman*" will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the "Weatherman" is more interesting than relayed information. And with the Bendix "Weatherman" every installation is unique because the dials can be arranged in so many different positions.

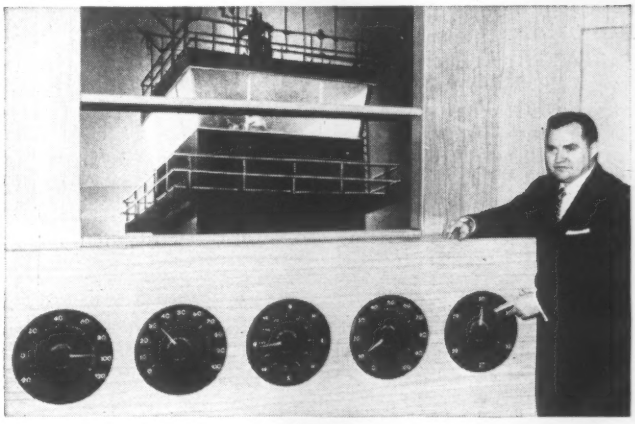
With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. "Weatherman" indicators and transmitters can be obtained as individual units.

The "Weatherman" is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VAlley 3-4040.

*REG. TRADE MARK



KWTV-TV


WFIL-TV

Friez Instrument Division

Bendix
AVIATION CORPORATION

KMPC Los Angeles, Calif.; KNEB Scottsbluff, Neb.; KOA Denver, Colo.; KOIN Portland, Ore.; KOTA Rapid City, S. D.; KRHD Duncan, Okla.; KSDS San Diego, Calif.*; KSEI Pocatello, Idaho; KSTN Stockton, Calif.; KTHS Little Rock, Ark.; KTOK Oklahoma City, Okla.; KUBA Marysville, Calif.; KVOD Denver, Colo.; KWIZ Santa Ana, Calif.; KXLR North Little Rock, Ark.; KYA San Francisco, Calif.; KYW Cleveland, Ohio; WALD Walterboro, S. C.; WALT Tampa, Fla.; WAVZ New Haven, Conn.; WAZL Hazleton, Pa.; WBAW Barnwell, S. C.; WBFC Fremont, Mich.; WBHB Fitzgerald, Ga.; WBIZ Eau Claire, Wis.; WBOE Cleveland, Ohio*; WBOK New Orleans, La.; WBSM New Bedford, Mass.; WCBS New York, N. Y.; WCCC Hartford, Conn.; WCKR Miami, Fla.; WCLI Corning, N. Y.

WCUE Akron; WCYB Bristol, Va.; WDGY Minneapolis, Minn.; WDUN Gainesville, Ga.; WEAN Providence, R. I.; WEBC Duluth, Minn.; WEDO McKeesport, Pa.; WEJL Scranton, Pa.; WENE Endicott, N. Y.; WESB Bradford, Pa.; WFBC Greenville, S. C.; WFBE Flint, Mich.*; WFGM Fitchburg, Mass.; WFLO Farmville, Va.; WGAR Cleveland, Ohio; WGBS Miami, Fla.; WGGG Gainesville, Fla.; WGRC Louisville, Ky.; WGTN Georgetown, S. C.; WHAM Rochester, N. Y.; WHBC Canton, Ohio; WHEC Rochester, N. Y.; WHIM Providence, R. I.; WHK Cleveland, Ohio; WIBC Indianapolis, Ind.; WILS Lansing, Mich.; WING Dayton, Ohio; WJBW New Orleans, La.; WJIM Lansing, Mich.; WJMX Florence, S. C.; WJR Detroit, Mich.; WKAR East Lansing, Mich.*; WKBZ Muskegon, Mich.; WKHM Jackson, Mich.; WKIX Raleigh, N. C.; WKJG Fort Wayne, Ind.; WKMI Kalamazoo, Mich.; WKY Oklahoma City, Okla.; WLAC Nashville, Tenn.

WLSV Wellsville, N. Y.; WLW Cincinnati; WMAK Nashville, Tenn.; WMIK Middlesboro, Ky.; WMIX Mount Vernon, Ill.; WMRN Marion, Ohio; WMSC Columbia, S. C.; WNHC New Haven, Conn.; WNYC New York, N. Y.*; WOWL Florence, Ala.; WOWO Fort Wayne, Ind.; WPEO Peoria, Ill.; WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPIT Pittsburgh, Pa.; WPRO Providence, R. I.; WQAM Miami, Fla.; WRCV Philadelphia, Pa.; WRFC Athens, Ga.; WRFD Worthington, Ohio; WRHI Rock Hill, S. C.; WRRR Rockford, Ill.; WRVA Richmond, Va.; WSAR Fall River, Mass.; WSAY Rochester, N. Y.

WSB Atlanta; WSGW Saginaw, Mich.; WSMB New Orleans, La.; WSNW Seneca, S. C.; WSOY Decatur, Ill.; WSPR Springfield, Mass.; WSSC Sumter, S. C.; WSUI Iowa City, Iowa*; WTIC Hartford, Conn.; WTIX New Orleans, La.; WTKM Hartford, Wis.; WTPS New Orleans, La.; WTTM Trenton, N. J.; WVCG Coral Gables, Fla.; WWDC Washington, D. C.; WWJ Detroit, Mich.; WWL New Orleans, La.; WWVA Wheeling, W. Va.; WXLW Indianapolis, Ind.; WZKY Albemarle, N. C.

(*Non-commercial, educational).

TELEVISION STATIONS

CHCH-TV Hamilton, Ont.; CKSO-TV Sudbury, Ont.; KABC-TV Los Angeles, Calif.; KCMO-TV Kansas City, Mo.; KELO-TV Sioux Falls, S. D.; KFSD-TV San Diego, Calif.; KQED (TV) San Francisco, Calif.*; KRNT-TV Des Moines, Iowa; KSLA-TV Shreveport, La.; WBNS-TV Columbus, Ohio; WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBZ-TV Boston, Mass.; WCET (TV) Cincinnati, Ohio*; WDXI-TV Jackson, Tenn.; WFBC-TV Greenville, S. C.; WFIL-TV Philadelphia, Pa.; WFLA-TV Tampa, Fla.; WJIM-TV Lansing, Mich.; WJW-TV Cleveland, Ohio; WJZ-TV Baltimore, Md.; WKAR-TV East Lansing, Mich.*; WKJG-TV Fort Wayne, Ind.; WKNO-TV Memphis, Tenn.*; WKY-TV Oklahoma City, Okla.; WLWA (TV) Atlanta, Ga.; WLWI (TV) Indianapolis, Ind.; WLWT (TV) Cincinnati, Ohio; WNBC (TV) West Hartford, Conn.; WNDU-TV South Bend, Ind.; WNHC-TV New Haven, Conn.; WPRO-TV Providence, R. I.; WRCV-TV Philadelphia, Pa.; WSAU-TV Wausau, Wis.; WSFA-TV Montgomery, Ala.; WWJ-TV Detroit, Mich.

(*Non-commercial, educational).

RADIO-TV SYNDICATES

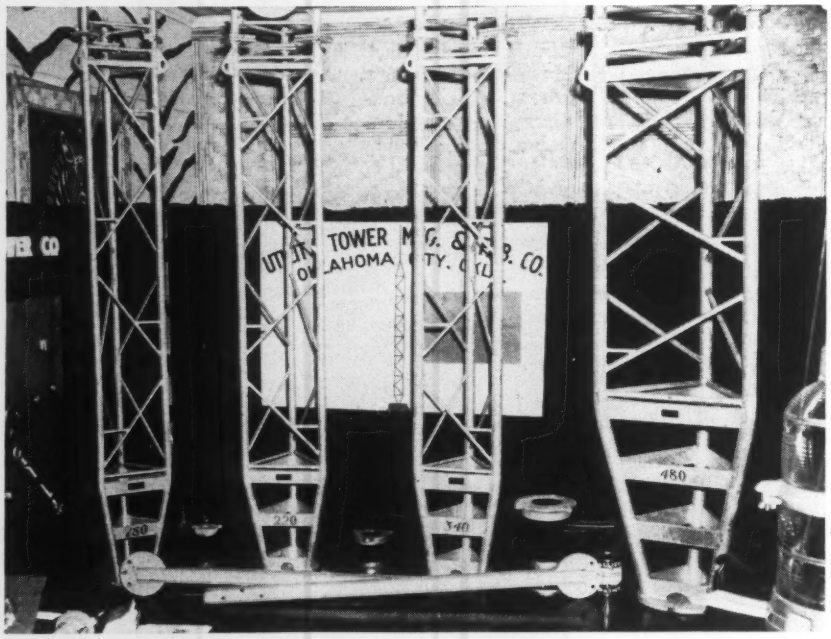
Creative Assoc., Needham, Mass.; Dixie Productions, Lake City, S. C.; Michigan Inter-Industry Traffic Safety Committee, East Lansing, Mich.; Ziv Television Programs, Cincinnati, Ohio.

ADVERTISERS

Allis-Chalmers Manufacturing Co., Milwaukee, Wis.; Aluminum Co. of America, Pittsburgh, Pa.; American Bakeries Co., Atlanta, Ga.; Auto-Owners Insurance Co., Lansing, Mich.; Chevrolet Motor Div., General Motors Corp., Detroit, Mich.; Columbia Coca-Cola Bottling Co., Columbia, S. C.*; De Soto Div., Chrysler Corp., Detroit, Mich.; Eppens, Smith Co., Newark, N. J.; Esso Standard Oil Co., New York, N. Y.; Firestone Tire & Rubber Co., Akron, Ohio; First National Stores, Somerville, Mass.; General Motors Acceptance Corp., New York, N. Y.; Hardware Mutuals, Stevens Point, Wis.; Hedges Oil Co., Albuquerque, N. M.; Juvenile Shoe Corp. of America, Aurora, Mo.*; MFA Mutual Insurance Co., Columbia, Mo.; Metropolitan Life Insurance Co., New York, N. Y.; Michigan Bell Telephone Co., Detroit, Mich.*; Raeoil Co., Malone, N. Y.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Schneider Oil Co., Salem, Va.; Scott Paper Co., Chester, Pa.; Security Bank, Mountain Grove, Mo.; Shuler & Benninghofen, Cincinnati, Ohio*; Sinclair Refining Co., New York, N. Y.; Standard Oil Co. of California, San Francisco, Calif.; Standard Oil Co. (Ind.), Chicago, Ill.; Warwick Shoppers World, Warwick, R. I.*; White Swan Coffee Co. of Texas, Fort Worth, Tex.

(*Advertiser non-radio-tv entry).

SEE *"Tops in Towers"* AT LOS ANGELES
IN THE LOS ANGELES ROOM, STATLER HOTEL
FOR THE NAB CONVENTION



UTILITY TOWER CO.
Box 7022, OKLAHOMA CITY, OKLAHOMA

Seattle Agency Gets Two Awards For Sick's Rainier Advertising

Miller, MacKay, Hoeck & Hartung, Seattle advertising agency, and its client, Sick's Rainier Brewing Co., won the sweepstakes award at the 11th annual advertising awards banquet of the Seattle Advertising and Sales Club, the club announced. The Roy S. Marshall Memorial Award for campaigns using three or more media was given the agency for the Sick's advertising, which also won in the regional and local division.

Categories and winners:

National, over $100,000—Simpson Timber Co., Merchandising Factors; $50,000 to $100,000, Pacific Coast Canned Pear Service, Pacific National Advertising Agency; under $50,000, Day's Tailor-D Clothing, Martin, Gardner & Tuttle.

Regional and local, over $100,000—Sick's Rainier Brewing Co., with honorable mention to Seattle Packing Co., Bar-S, both represented by Miller, MacKay, Hoeck & Hartung; $50,000 to $100,000, Washington Mutual Savings Bank, Charlotte Smith Advertising, with honorable mention to Binyon Optometrists, F. G. Mullins Co.; under $50,000, Pacific National Bank, Honig-Cooper & Miner.

Industrial, over $50,000—Douglas Fir Plywood Assn., The Condon Co.; $15,000 to $50,000, St. Paul & Tacoma Lumber Co., The Condon Co.; under $15,000, Tally Register Corp., Bozell & Jacobs.

Retail, over $25,000—Frederick & Nelson, institutional campaign; $5,000 to $25,000, Ivar Haglund, Pacific National Advertising Agency; under $5,000, Milk Barns Inc., Martin, Gardner & Tuttle.

CBS-TV Films Honors Sackheim

First award for "best over-all merchandising of a CBS-TV film series in 1957" has been given to Ben Sackheim Inc., New York, for its campaign on *Mama* sponsored by Nationwide Insurance. Trophies for "outstanding achievement in creative merchandising" also went to the following six sponsors or agencies for merchandising: Lee Mack Marshall, Continental Baking Co. for *Annie Oakley;* Melvin Hattwick, Continental Oil Co., for *Whirlybirds;* J. J. Burton, Colonial Stores, for *The Gray Ghost;* Milton Guttenplan, Emil Mogul Co., for *The Honeymooners;* Helen H. Lydon, Clinton E. Frank Adv., for *Brave Eagle,* and Ralph Pansek, Mottl-Siteman Adv., for *Whirlybirds.*

Fellowship Award for Newsmen

Newsmen Eric Sevareid of CBS and Chet Huntley of NBC have been named to receive the National Fellowship Award presented to "great human rights champions" by the Philadelphia Fellowship Commission.

Blair-Tv Booklet Focuses On Teenager Buying Power

Blair-Tv, national station representative, is spotlighting the teenage market in its newest direct mail piece to more than 5,000 advertisers and agencies.

The booklet describes the teenage market as having purchasing power of more than $9 million, numbering 17.2 million and representing "a powerful but unexploited advertising target." The youngsters, according to the Blair-Tv material, play a vital part in family decisions on everything including products; pour 2.5 billion gallons of gasoline into automobiles; are responsible for 70% of phonograph record sales; take one out of every four snapshots, and "in just two years [will] control the bulk of all mass buying."

Of all first brides, 49% are in their teens, Blair-Tv continues, reminding that the spot tv disc jockey "is your tie-line to the teens for they are television's most loyal audience —sprawled in front of the tv set for a good two hours a day (only 19 minutes with nose in newspapers)."

WBC Buys 'Sunrise Semester'

Westinghouse Broadcasting Co., New York, has bought the filmed recordings for the entire first semester of WCBS-TV's *Sunrise Semester* (Mon.-Fri. 6:30-7 a.m. EST) from CBS Television Film Sales Inc., for its five television stations. The show is a course for academic credit and is taught by Dr. Floyd Zulli Jr., assistant professor, New York U. It will be presented on Westinghouse stations at a similar early hour, exact time still to be determined. It will not be offered for credit, but as a public service to viewers.

NBC-TV Sets 'Chevy Show' Plans

Summer plans for NBC-TV's *Chevy Show* were announced last week by the network. Starting June 22 comedians Stan Freberg and the team of Rowan & Martin will rotate for five programs each with Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt starring. The program will continue to be produced by Henry Jaffe Enterprises in association with NBC-TV. Chevrolet sponsorship through Campbell-Ewald will continue.

WGN-TV Gives Films Double Run

A new policy of running the same motion picture two consecutive evenings has been launched by WGN-TV Chicago. The plan went into effect March 30-31 with the showing of "Stranger in the Night" on the new *20 Century-Fox Hour*. The two-night policy is scheduled to run for 13 weeks and includes one-hour films produced expressly for tv—not full-length feature films. (It's noted that other stations, including WITI-TV Milwaukee, have run full-length motion pictures on consecutive evenings in recent seasons.) WGN-TV is carrying the *20th Century-Fox Hour* on Sunday and Monday nights.

NAEB Stations Air New Series

The actual voices of Soviet Russia's Nikolay Lenin and other world leaders are contained in a 13-week taped series of drama-documentary programs broadcast by 45 National Assn. of Educational Broadcasters network stations, starting this month. The series, titled *One Nation Indivisible*, was produced by the U. of Michigan's broadcasting service, WUOM Ann Arbor, and financed through a grant-in-aid from the Educational Television & Radio Center and NAEB. Programs deal with "nationalism in the modern world" and include on-the-spot recordings supplied by the BBC, Radio Moscow, Radio Eireann, Radio Cairo, the Arab Information Center and other foreign sources.

WJR 'On Top of News' Booklet

A booklet devoted to WJR Detroit's news programming is being issued. Titled "On Top of the News With WJR," it describes the different news gathering-disseminating departments and introduces WJR's news staff. The news-conscious station features interviews with personalities who give background to current news stories in *Sunday Supplement, Topic for Today* and *Points and Trends*. Experts who have appeared on these shows include Henry Ford II, president, Ford Motor Co., and Walter P. Reuther, president, United Auto Workers.

Success Story on KBTV (TV)

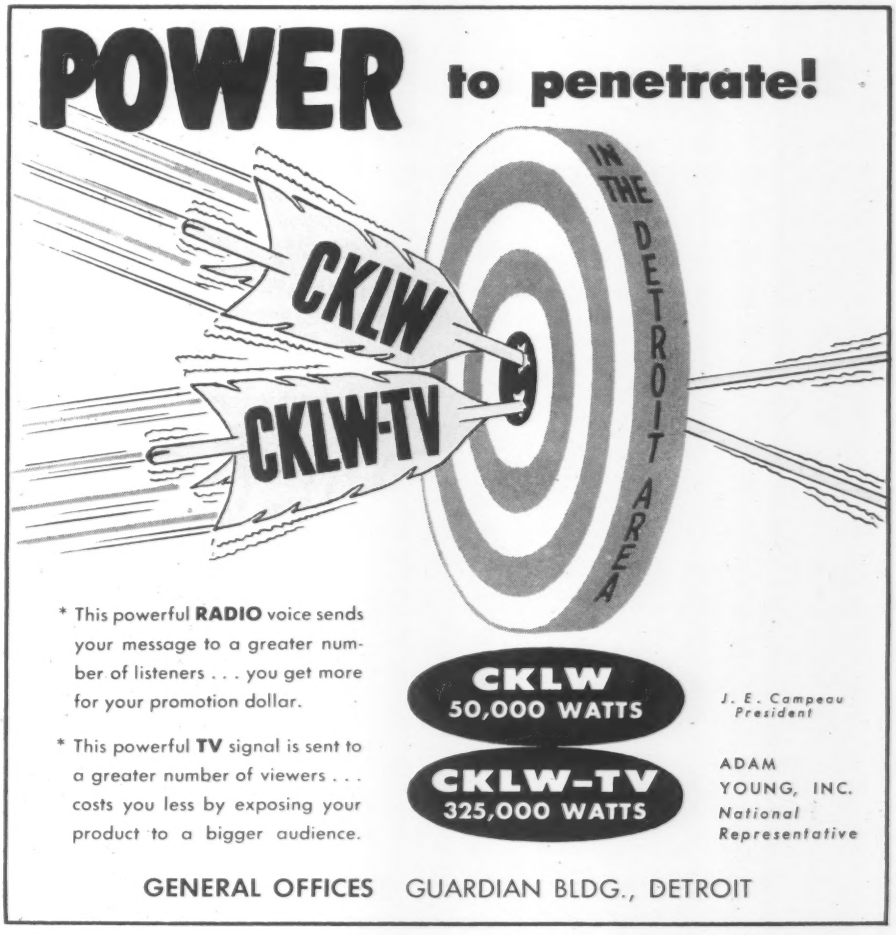
The story of "financial wizard" Allen Lefferdink's rise to fame is to be told on KBTV (TV) Denver. A 12-month contract —one of Denver's longest-term tv contracts —was signed April 4 by Mr. Lefferdink and KBTV President John C. Mullins. Cost of production, film and remotes to tell the story of the man who "parlayed a $500 loan into a gigantic financial empire," reportedly will be more than $100,000.

Designing Fan Wins From KTBS-TV

More than 22,000 sketches reportedly were received by KTBS-TV Shreveport, La., after announcing that it would award an air conditioner or an automobile to the person who submitted the best idea for the station's trademark. The design judged most original and applicable—a caricature of an oilman signifying oil-rich Shreveport—was submitted by a local housewife.

Correspondent in Spain for WKMI

Nancy Mason, public service director of WKMI Kalamazoo, Mich., has been chosen by the area's Junior Chambers of Commerce in cooperation with the Community Ambassador program to spend three months in Spain. The station is arranging for Miss Mason to take a portable tape recorder and a supply of tapes with her so that she can send taped reports of her travels back to WKMI.


POWER to penetrate!
CKLW
CKLW-TV
IN THE DETROIT AREA
* This powerful RADIO voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.
* This powerful TV signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.
CKLW 50,000 WATTS
CKLW-TV 325,000 WATTS
J. E. Campeau President
ADAM YOUNG, INC. National Representative
GENERAL OFFICES GUARDIAN BLDG., DETROIT

'Playhouse 90' Goes All Live, Assigns Rotating Producers

A system of rotating producers will be put into effect next season for CBS-TV's *Playhouse 90,* which last week announced it would go "all live," dropping its occasional film installments. For the past two seasons, *Playhouse 90* featured a number of filmed 90-minute programs produced for CBS-TV by Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

Assigned to the staff by William Dozier, programming vice president, CBS-TV Hollywood: Fred Coe, long-time (1947-57) NBC-TV contract producer-director, signed earlier this year to an exclusive CBS-TV staff position; John Houseman, Shakespearian specialist (MGM's "Julius Caesar," the Stratford [Conn.] Shakespeare Theatre), motion-picture and tv producer (CBS-TV's *Seven Lively Arts);* Herbert Brodkin, last associated with CBS-TV's *Studio One* in New York, and Arthur Penn, Mr. Coe's director for William Gibson's Broadway hit, *Two for the Seesaw* and sometime *Playhouse 90* contributor. Mr. Dozier also plans to announce at a later date the names of four "guest" producers who will alternate with Messrs. Coe, Houseman, Brodkin and Penn. For the past two seasons *Playhouse 90's* principal producer has been Martin Manulis.

Motorola Joins Kellogg Contest

Motorola Inc. retailers are participating in the Kellogg Co.'s multi-million dollar "Woody Woodpecker Picture Puzzle" contest involving a tie-in deal with Corn Flakes and offering high fidelity portables as merchandise prizes. The contest, starting in mid-April, is being promoted on seven Kellogg tv programs (*Woody Woodpecker, Superman, Buccaneers, Sir Lancelot, Wild Bill Hickok, Name That Tune, House Party*) and the hi-fi units will receive audio and visual mention during the commercials. Hi-fi dealers will use Woody Woodpecker point-of-sale and window displays to tie in with the national promotion and appliance store traffic will be directed to Corn Flakes boxes for entry blanks and details. First prize is $2,000 cash and a portable hi-fi in fibre glass; 700 other hi-fi units also will be awarded. Reportedly 17 million direct-mail pieces will be sent to consumers.

A MODEL sports car placed "first in class" in KAKC Tulsa's Snowman contest. The two-day promotion reportedly was responsible for the building of more than 1,500 pieces of snow statuary. The contest's three categories—biggest, most novel (above), and the most artistic—were judged by Tulsa's mayor and $500 was divided among the winners.

Major Golf Tourneys For NBC-TV

NBC-TV announced plans last week to carry portions of two major golf tournaments, according to Tom S. Gallery, NBC sports director. Highlights and final holes of the Tournament of Champions (April 26, approximately 5-6 p.m., and April 27, 3-4 p.m.) from Las Vegas, and the National Open Golf Championship (June 14, 6-7:30 p.m.) from Tulsa, Okla., will be televised.

WBZ-WBZA at Barn's Birthday

WBZ-WBZA Boston-Springfield will present on-the-spot coverage of the 30th birthday celebration at the Jug End Barn, South Egremont, Mass., April 25-27. Early atmosphere of the resort will be re-created during the weekend. Five disc jockeys and the stations' sports director plus recording artists invited as guests for the weekend will participate in the special programming.

KDUB-TV Saves Day for Post

A Post, Tex., civic event was saved from a washout by KDUB-TV Lubbock this month. A statue of the late C. W. Post, founder of Post cereals, division of General Foods Corp., and the town bearing his name, was to be unveiled by his daughter there but rain threatened the outdoor ceremonies. The mayors of Post, Battle Creek, Mich., and Lubbock were in attendance as were 11 representatives of General Foods and its agency, Benton & Bowles. KDUB-TV's cameras hurriedly were set up in classrooms of a local school and the station's mobile cruiser relayed a 2½-hour closed-circuit program to the town's citizens. The show featured Danny Thomas and Spring Byington, stars of GF-sponsored CBS-TV shows.

Storer's Public Service Story

The Storer Broadcasting Co. (WSPD-AM-TV Toledo, WJW-AM-TV Cleveland, WJBK-AM-TV Detroit, WAGA-AM-TV Atlanta, WIBG Philadelphia, WVUE [TV] Wilmington, WGBS Miami and WWVA Wheeling, W. Va.) devoted its monthly organ, *Storer Story,* to its station's public service projects. Storer stations are active in community projects and many have received national awards. (WSPD-TV last year was given Sylvania's award for "outstanding contribution to creative tv technique.") *Storer Story* introduces readers to the personalities behind many successful public service events.

Election Background From WTTM

A pre-primary election series, *Election Background '58* (Mon.-Fri. 7:45-8 p.m. EST), has been running on WTTM Trenton, N. J., since Monday. WTTM News Editor Jack Gartland has had direct telephone interviews with New Jersey's six U. S. Senate candidates. The station plans to air complete election returns starting at 8 p.m. tomorrow (Tuesday).

PAT O'BRIEN STARS IN ZIV'S ALL NEW *IMPACT* SERIES!

TARGET

"NO WAY OUT"
A nurse is kidnapped to help a wounded outlaw. Can the law close in before the gang decides she has outlived her usefulness?

MYSTERY!

NOW SHOOTING AT ZIV STUDIO!

WATE Starts New Program Format

A new programming policy has been instituted by WATE Knoxville to combine the benefits of NBC affiliation with the "flexibility" of an independent. "Radio Central," as the station calls its programming concept, was kicked-off with a week of on-air teaser announcements and one-a-day letters. The letters went to present and potential buyers of WATE time in plain envelopes with no return address and included a map of the area with "Coming to Knoxville!" superimposed on it.

KDKA Disc Jockeys Take 'Trip'

An imaginary trip to the South Pacific isle of Bali Ha'i was taken by three KDKA Pittsburgh disc jockeys April Fools' Day. They asked listeners to send them humorous supplies for the voyage and promised that those submitting the most interesting donations would be given "South Pacific" phonograph record albums and Fruit-of-the-Month Club subscriptions. Items contributed included grass skirts, survival kits, a live lamb (whose bleatings were heard on the disc jockeys' show throughout the day) and two teenagers who volunteered as "deck hands."

'Shock!', Set for WTVN-TV Viewer

WTVN-TV Columbus, O., promoted its "Shock!" package of horror feature films by conducting a "crazy" contest for viewers of the station's *Late Home Theatre* program. They were shown a man completely wrapped in strips of gauze and were asked to guess how many inches of gauze it took to cover him. The winner was awarded a color tv set the night the station telecast the episode titled "The Mummy."

WNCT (TV) Airs 'Farm-A-Thon'

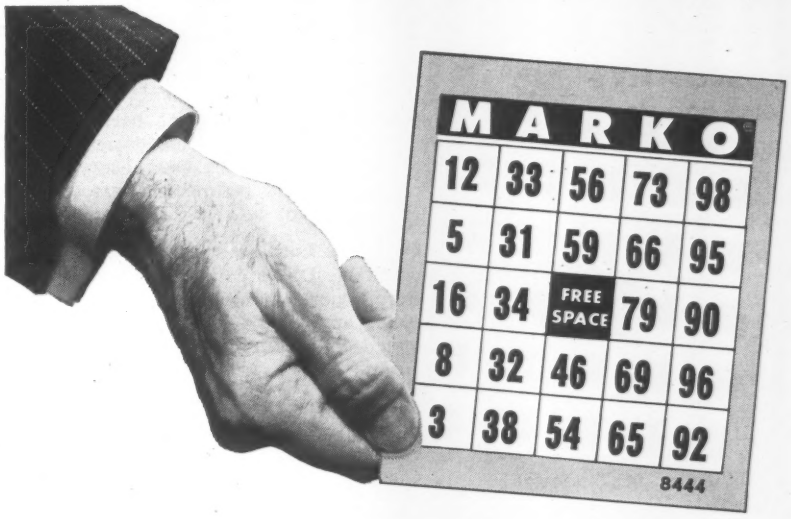
An eight-hour "Farm-a-Thon" was broadcast March 15 on WNCT (TV) Greenville, N. C., in which some 60 agricultural experts appeared. The farm information show (6 a.m.-2 p.m.) featured panel discussions, talks and interviews. WNCT had the cooperation of the North Carolina State College's extension service in producing the program.

Maid Service for WLLY Listeners

One day of free maid service is being awarded to a listener each day by WLLY Richmond, Va. The offer is made daily on the station's *Housewives Hit Parade* program 12 noon-2 p.m. Winners are picked on the basis of letters they submit.

Day of Stereo From WGKA-AM-FM

To promote interest in a series of stereophonic broadcasts, WGKA-AM-FM Atlanta last week programmed a full day's music using both outlets. The stations have been scheduling two days of stereo music each week but this is the first time they have combined from sign-on to sign-off.



Get the full story—

Why TV Viewers by the Millions

PLAY MARKO!

There is only one *right* way to program Bingo on TV! . . . distribute cards that look like Bingo cards, play like Bingo cards, and with one *important variation* are Bingo cards.

The "important variation" is MARKO'S exclusive *ten thousand card deck**. Here's the key that eliminates the problems suffered by producers who have substituted untried ideas.

Marko cards, distributed by sponsor outlets, build store traffic and dollar volume anywhere from 15% up.

Marko cards and the Play Marko format eliminate telephone tie-ups, produce a lively hour of eight to ten games in which the cards are checked out in seconds right before the television audience.

The fact that Bingo on TV is an exciting, fascinating, audience-pleasing game is well established. More than thirty important markets have proved that if done the Play Marko way, it has, to quote one station manager, "fantastic audience acceptance . . . and a store traffic builder par excellence for the advertiser."

**The average "Bingo deck" has about three thousand different cards; cards with unduplicated combinations of numbers. MARKO'S deck has* ten thousand different cards . . . *sufficient for thousands upon thousands of families to play at one time.*

"PLAY MARKO" IS LEGAL
by Federal Court ruling

GET THE WHOLE STORY
Write, wire or phone

PLAY MARKO

The Caples Company
301 South Kingsley Drive
Los Angeles 5, Calif.

You get a lot when you program "PLAY MARKO"

- all the equipment necessary for the show.
- an experienced producer who trains your talent, director and crew.
- advice on the proper telephone set-up.
- help in selling the program to a sponsor.
- help for the sponsor to get top dollar value out of the program with merchandising ideas, advertising ideas.

UP AGAIN!
the coverage you get with
WHTN-TV
the SELLibrated station of the
GOLDEN VALLEY...
(Central Ohio)

UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!

UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Charleston!

UP 32.4%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!

With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to

WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

1st again!
ARB - PULSE
DECEMBER 1957
IN AREA
IN PROGRAMMING
IN AUDIENCE
the Big 8
IN
LAS VEGAS
KLAS-TV CHANNEL 8
LAS VEGAS NEVADA
represented by WEED *Television*

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Farrell Gilmore, account executive, Ted Bates & Co., N.Y., elected vice president. Mr. Gilmore has been with agency for past eight years and before that was with Buchanan & Co.

Doyle W. Lott, assistant account executive on Dodge Div. account and director of Detroit regional account activities for Grant Adv., appointed vice president and promoted to account executive on Dodge at Grant.

Sherman Slade, senior vice president, Cunningham & Walsh, L. A., joins Honig-Cooper & Miner, L. A. office, as executive vice president and manager.

Herbert Ward promoted to vice president-sales for Dr. Pepper Co., Dallas; **Ernest F. Marmon,** vice president-franchising; **H. M. Browder,** vice president-assistant to president, and **W. E. Tully** to controller. Other appointments include **H. S. Billingsley** to senior vice president-secretary-treasurer, and **E. M. Dosser,** vice president-traffic, to vice president-customer service.

Ray Young, formerly copy supervisor (on Pall Mall cigarettes) at Sullivan, Stauffer, Colwell & Bayles, N.Y., to Leo Burnett Co., Chicago, in similar capacity. **Kathryn Mahan,** formerly production supervisor at Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan), to Burnett in similar capacity.

James T. Kennedy, formerly copy supervisor, Sullivan, Stauffer, Colwell & Bayles and at one time copy executive, Ted Bates & Co., to Cohen & Aleshire, N.Y., as copy chief.

Robert D. Williams, formerly account executive at Needham, Louis & Brorby, Chicago, on Quaker Oats and Wilson & Co. accounts, to Leo Burnett Co., that city, in similar capacity. **Ross Hoy,** who served in same position at NL&B on All, Derby Foods and Marathon Paper accounts, to Burnett in similar capacity.

Arnold Polk, advertising manager for Healthways (national sporting goods manufacturer), joins Anderson-McConnell, L. A., as account executive in packaged goods department, chain drug division.

Richard N. Shoppelry, for three years Marine combat correspondent, has joined West-Marquis, L. A., as junior account executive.

N. T. (Tom) Garrabrant, North Adv., Chicago, named media director.

Leonard Stevens joins Weightman Inc., Philadelphia, as director of radio and tv.

Louis Berger, director of media and market research at Jos. Schlitz Brewing Co., Milwaukee, resigns.

Thelma Lison, director of home economics department, Gardner Adv., St. Louis, retires. She has been with agency since 1927. **Sara Wilkey,** assistant to Mrs. Lison, succeeds her.

Kenneth C. Strandberg, formerly director of sales promotion and advertising for F. C. Hayer Co. (upper midwest distributor of RCA Victor and RCA Whirlpool products), Minneapolis, joins Nemer Adv., that city, account staff.

Joe S. Watkins, formerly copywriter at W. B. Doner Co., Chicago, to Grant Adv., that city, in similar capacity.

David L. Hackler, formerly with National Aluminate Corp., and **Richard N. Vaughan,** public relations supervisor for U. S. Rubber Co., join Sidney Clayton & Assoc., Chicago, copy staff.

Dick Higgs, sales service director, WOW-TV Omaha, to Allen & Reynolds, that city, radio-tv production staff.

Alice J. Wolf, who organized timebuying unit at Burke Dowling Adams, N.Y., named to media selection staff of N. W. Ayer & Son, Philadelphia.

Walt Bagot, member of promotion-publicity department of WLWI (TV) Indianapolis, Ind., will join Steve Smith Assoc. Adv., that city, on April 25.

Matthew Rosenhaus, president of Pharmaceuticals Inc., N.Y., elected to national development committee, Denver (Colo.) American Medical Center.

Charles Lowe, for past eight years writer, supervisor and producer of Carnation commercials on George Burns and Gracie Allen tv series, granted leave of absence by Erwin Wasey, Ruthrauff & Ryan to handle night club tour of his wife, Carol Channing. He will rejoin agency in N. Y. next fall.

FILM

Robert Morin named national sales executive of National Telefilm Assoc., N.Y., and **Marilyn Weiner** press representative. Mr. Morin formerly was manager of program film sales for Associated Artists Productions, N.Y., and Miss Weiner was assistant in NTA's public relations department.

Bob Carroll, formerly on sales staffs of Ziv Tv, ABC and Television Programs of America, has been appointed director of sales for Hayward-Brown Enterprises, producer of tv series *Tales of Marco Polo* currently on location in Orient.

Alfonso Cardenas, formerly project officer for U. S. Air Force's Air Material Command, Motion Picture Section and buyer for Contract Administration, joins Wilding Pictures Productions, Chicago, as manager of L. A. office.

Edward Lawson, formerly educational film consultant with Rank Film Distributors of America, appointed supervisor of publicity for Associated Artists Productions.

Robert T. (Bud) Donnelly, formerly with Screen Gems and Ziv-Tv, joins CBS-TV Film Sales, Chicago, as account executive.

Howard M. Girouard, formerly with Television Programs of America, to Victory Program Sales as northeast sales representative. Victory is division of California National Productions, NBC subsidiary.

R. Gould Morrison has been named to international staff of Guild Films and has left for England to take up new assignment.

Ben Feiner Jr. signed by Screen Gems to produce new series for Columbia Tv subsidiary in conjunction with National Counter-Intelligence Corps Assn. Stories will be based on material from files of association and experiences of its members.

NETWORKS

Edmund Stevens, formerly special correspondent in Russia for *Christian Science Monitor,* joins MBS as Soviet Union correspondent, with headquarters in Moscow.

Donald A. (De) DeWolf, NBC veteran, retires after more than 30 years with network in Hollywood and San Francisco.

Eric Sevareid, chief Washington correspondent, CBS News, will be awarded honorary doctor of letters degree by Wittenberg College June 9.

Charles Speer, 54, tv and radio writer and producer, died April 3. He was associated with NBC since 1951, and at time of his death, he was writer-producer of NBC Radio's *Life and the World* and *Biographies in Sound.*

STATIONS

Otto Menkes, assistant secretary of WWDC Inc. (WWDC-AM-FM) Washington, named secretary of corporation, succeeding late **Charles M. Harrison.**

Thomas J. Murray, formerly assistant sales manager of WFBR Baltimore, joins WKAZ Charleston, W. Va., as general manager. Mr. Murray has been in sales field for past 22 years.

Raymond W. Baker, formerly manager of KSO Des Moines, Iowa; WSAL Logansport, Ind., and WARL Arlington, Va., joins KMLB-AM-FM Monroe, La., as general manager. **James McDonough** named commercial manager of KMLB.

Virgil V. (Buddy) Evans Jr., general sales manager and assistant managing director, WBT Charlotte, N. C., promoted to managing director. Mr. Evans joined WBT in 1953 as Carolina sales manager.

Paul B. Marion, WBT national sales manager, has been promoted to general sales manager, succeeding Mr. Evans. Mr. Marion joined WBT-WBTV (TV) in 1952 as promotion manager.

Ken Hildebrant, general manager, KMYR Denver, resigns. Station plans ownership change from Dolph-Pettey Broadcasting Co. to Empire Broadcasting Co. approximately May 1.

Richard Block, director of sales promotion and merchandising for KRON-TV San Francisco, joins Kaiser Stations in Honolulu as general manager of KHVH-AM-TV there and will direct expanded plans for program and sales development departments.

Don C. Dailey, sales manager, KGBX Springfield, Mo., named general manager.

Bert Cowlan, program manager, WBAI (FM) New York, promoted to general manager.

Lee Vincent named sales manager of WILK Wilkes-Barre, Pa.

Mary Catherine Kilday named sales service manager of WRC-TV Washington, succeeding **Mary Ostmann,** now attending law school.

Dick Provensen, KGFJ Los Angeles, named program director.

Fred M. Eames Jr., facilities engineer with WGR-AM-TV Buffalo, N. Y., named assistant director of engineering for stations.

Dean Turner, announcer-director-writer-producer for radio and tv, joins KFSD-TV San Diego as continuity director.

Charles T. Wallick, promotion director assistant, KOLN-TV Lincoln, Neb., named promotion director, succeeding **Marie Stewart,** who has been named KOLN-TV public service director.

Daniel T. Pecaro, producer at WGN Chicago, appointed radio production supervisor.

Helen Tullis, winner of top *McCall's* maga-

one reason for

winning Quarters

Our Miss Brooks
2–2:30 pm
Monday–Friday

From noon to 6 pm weekdays
WMAL-TV leads in February ARB

Quarter-Hour Wins:

WMAL-TV	**70**	**(4 ties)**
Station 2	35	(5 ties)
Station 3	6	(1 tie)
Station 4	4	

Share of Audience:

WMAL-TV	**35.6**
Station 2	31.3
Station 3	19.7
Station 4	12.8

Average Quarter-Hour Rating:

WMAL-TV	**9.7**
Station 2	7.1
Station 3	4.2
Station 4	3.9

wmal-tv

maximum power on channel 7 in Washington, D.C.
an Evening Star station represented by H-R Television, Inc.

In "The Giant's" 4-State, 58-County Market in the Southeast are . . .

2-MILLION PEOPLE
2-BILLION INCOME

Write us or WEED for facts, availabilities and assistance.

NBC NETWORK

WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

zine award for her program *As You Can See* (weekly tv program dealing with people who had overcome handicaps and "made valuable contributions" to community) which ran for three years, joins WJZ-TV Baltimore as public service consultant.

Clay Braun, Adam Young, L. A., to KDAY Santa Monica, Calif., as account executive.

Robert E. Clark, formerly with Chevrolet Zone Office and Gilchrist Co. in Omaha, to WOW-TV that city as sales service representative.

Robert Clauson, sales representative with WKXP-TV Lexington, Ky., and **Martin Hawthorne,** graphic arts and lithography salesman with Colorcraft Corp., Solon, Ohio, join KYW Cleveland as sales representatives.

Jack Allen Potts, sales manager, WCTC New Brunswick, joins WNJR Newark, both New Jersey, as salesman in its N. Y. office.

Fred Rebman, cameraman, named station floor director at WKAR-TV East Lansing, Mich., and **Tom Banks,** graduate student at Michigan State U., joins WKAR-TV as cameraman.

Dotty Mack, tv personality, joins WZIP Cincinnati, Ohio, where she will do series of fashion reports from world's fashion centers.

Gerald L. Peterson joins announcing staff of WKY-AM-TV Oklahoma City and will host his own d.j. show.

Jack McGuire, Chicago publicist, signs for new Monday-Friday *Backstage* interview program on WAAF that city, effective April 7.

Eric Bose, account executive, WSAI Cincinnati, Ohio, takes on additional duties as sportscaster, succeeding **Dick Baker,** resigned.

Richard G. Cruise, formerly with RAB in N. Y. and McFadden Publications in both N. Y. and L. A., has joined sales staff of KHJ-TV Los Angeles.

William E. Bowers, engineering staff, WSVA-TV Harrisonburg, Va., resigns for tour of duty in Army and is succeeded by **Robert Furr. Julian Bell,** staff announcer and Esso weatherman, resigns to move to Richmond, Va., and is succeeded by **Wayne Gruehn. Hod Love** joins WSVA-AM-FM-TV sales staff.

Bruce Morton, formerly newscaster with WRCA and WRCA-TV New York, joins WAMP Pittsburgh news department.

Robert J. Wetherall, formerly news director at KTOE Mankato, Minn., to radio news bureau staff of WCCO Minneapolis.

Beth Talsma, traffic department, WOW-TV Omaha, and **John Cofoid,** film editor, join station's promotion department.

Edith Hansen, formerly director of Tidy House Products Co.'s *Kitchen Club* series, to women's staff of Farm & Home Radio Stations (KFNF Shenandoah, Iowa; KMMJ Grand Island, Neb., and KXXX Colby, Neb.).

Robert R. Tincher, vice president of Cowles Broadcasting Co. and general manager of WHTN-AM-TV Huntington-Charleston, W. Va., appointed to West Virginia Crime & Delinquency Council of National Probation & Parole Assn.

Sam J. Slate, general manager of WCBS New York, named honorary chairman representing radio-tv industry in 14th Annual National Sunday School Week.

John Harlan Clay, 38, sales service manager, WOOD-AM-TV Grand Rapids, Mich., died April 1 from asphyxiation, following fire in his apartment.

Henry H. Lyon, 61, radio consulting engineer and consultant for WWIN Baltimore, which he designed, died April 6.

REPRESENTATIVES

Robert H. Biernacki, formerly sports director of KSLU, campus station at St. Lawrence U., Canton, N. Y., named junior sales executive with Radio-Tv Representatives, N. Y.

PROGRAM SERVICES

Tom Pendergast, Associated Press correspondent at Centralia, Ill., moves to New Orleans for Louisiana, Mississippi, and Arkansas, replacing **Bob Lee,** no longer with AP. **Robert Sundy,** previously with Philadelphia bureau, has been assigned to Atlanta for Alabama, Florida and Georgia, succeeding **Jack Weldon.** Mr. Weldon resigned to become sales manager of WSUN St. Petersburg, Fla. **James Smith,** former radio wire editor, Boston bureau, will be regional membership executive for Massachusetts, New Hampshire, Vermont, Maine and Rhode Island. These states were formerly under charge of **Tom Cunningham** who continues as regional membership executive for Connecticut and New York.

FRAIBERG STEINBACH CORRICK

THE Westinghouse Broadcasting Co. has announced the appointment of Lawrence P. Fraiberg from KPIX-TV San Francisco sales representative to sales manager. He succeeds Lou S. Simon, recently named general manager of KPIX-TV. In addition, WBC has announced that William Steinbach, news editor of KDKA Pittsburgh, has been transferred to Washington as an editor and reporter for WBC. Ann M. Corrick has been named assistant bureau chief of WBC Washington News Bureau [PEOPLE, April 7].

PROFESSIONAL SERVICES

◄ **Edgar Parsons,** radio-tv and film director for past seven years at American Automobile Assn., joins Sight & Sound Inc., Washington audio-visual consultants, as president. S&S is division of House & Gerstin, Washington public relations and advertising agency.

INTERNATIONAL

Gil Seabrook, CJIB Vernon, B. C., re-elected president of British Columbia Assoc. of Broadcasters. **Jack Sayers,** CFUN Vancouver, was elected vice president, and **Ken Hutcheson,** CJAV Port Alberni, B. C., director.

Nat V. Donato, formerly Canadian sales manager for ABC Film Syndication, N. Y., to Telepix Movies Ltd., Toronto, as director of sales.

George Leech, producer, CBC Toronto, to radio-tv director of McKim Adv. Ltd., that city.

George McDonald, formerly of ZFY Nassau, Bahamas, and **Jim Best,** CKRM Regina, Sask., to announcing staff of CHEX Peterborough, Ont.

Bob Carl and **Bill Quenville,** of CHEX-TV Peterborough, Ont., to CFRN-TV Edmonton, Alta.

John M. Scadding, 24, announcer of CFJB Brampton, Ont. died last month as result of automobile accident.

United Press 1 news produces!

33 MEMBERS OF 85TH CONGRESS HAVE RADIO-TELEVISION TIE-INS

A total of 33 members of the 85th Congress—11 senators and 22 representatives—have interests in commercial broadcasting or noncommercial educational radio and tv stations, either in their own right, through their families or through relatives, FCC records reveal.

Although not one senator or representative is sole owner of a radio or tv facility, several sole or controlling ownerships are held within the immediate families of congressmen. Interests held by congressmen range from controlling to token stockholdings.

The interests of some congressmen are not financial. One senator is board member of an educational institution which operates noncommercial outlets; the brother of one congressman and the mother of another hold similar posts in other educational noncommercial undertakings; one representative is a board member of an institution which operates a commercial outlet; the brother of a senator is a director (but not a stockholder) of a commercial licensee.

Stations which have some congressional tie-in, by type: 38 commercial and 2 noncommercial ams, 10 commercial and 1 noncommercial fms and 22 commercial and 3 noncommercial tvs.

The list, showing network affiliations where they exist, follows:

Senators

Sen. Clinton P. Anderson (D-N. M.), Albuquerque—owns 250 of 4,750 sh. common voting stock of KGGM-AM-TV Albuquerque and KVSF Santa Fe, N. M.; his son, Sherbourne P. Anderson, is director and owns 4 sh. of same stations.
KGGM: CBS; KGGM-TV: CBS; KVSF: CBS.

Sen. John W. Bricker (R-Ohio), Columbus—is a member of the board of trustees of Ohio State U., licensee of WOSU-AM-FM-TV Columbus, non-commercial educational outlets.

Sen. Lyndon B. Johnson (D-Tex.), Johnson City—his wife, Claudia T. (Lady Bird) Johnson, is board chairman, director and owns 352 of 579 sh. common voting stock of KTBC-AM-TV Austin; is director and represents LBJ Co. (licensee of KTBC-AM-TV), with D. S. Thomas and J. C. Kellam in LBJ's ownership of 450 of 1,550 sh. common voting stock of KWTX-AM-TV Waco, Tex., and 600 of 600 sh. common voting stock of KRGV-AM-TV Weslaco, Tex. KWTX-AM-TV owns 50% of KBTX-TV Bryan, Tex.
KTBC: CBS; KTBC-TV: CBS, ABC, NBC; KWTX: MBS; KWTX-TV: ABC, CBS; KRGV: NBC; KRGV-TV: NBC, ABC; KBTX-TV: ABC, CBS.

Sen. Olin D. Johnston (D-S. C.), Spartanburg—his wife, Gladys A. Johnston, is vice president, director and owns 125 of 500 sh. common voting stock in WFGN Gaffney, S. C.
WFGN: KBS.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—is president, director and owns 50,611 of 100,000 sh. common voting stock of WEEK-AM-TV Peoria, Ill., and satellite WEEQ-TV LaSalle, Ill., and is vice president, director and owns 327 of 2,500 sh. Class A common voting stock of KVOO-TV Tulsa, Okla.; his wife, Grayce B. Kerr, owns 11,488 sh. common voting stock of WEEK-AM-TV and WEEQ-TV, 371 sh. Class A common voting stock of KVOO-TV; his brother, T. M. Kerr, owns 11,141 sh. common voting stock of WEEK-AM-TV and WEEQ-TV and 175 sh. Class A common voting stock of KVOO-TV; his brother's wife, Geraldine H. Kerr, owns 3,235 sh. common voting stock of WEEK-AM-TV and WEEQ-TV.
WEEK: NBC; WEEK-TV and WEEQ-TV: NBC; KVOO-TV: NBC.

Sen. William F. Knowland (R-Calif.), Piedmont—is assistant secretary of KLX Oakland and with his father, J. R. Knowland, and brother, J. R. Knowland Jr., is voting trustee in KLX (he votes 200 of 1,800 sh. common voting stock) and in Franklin Investment Co., family owned company which holds 1,000 sh. common voting stock of KLX. Sen. Knowland is assistant secretary and director and holds 1,835 of 10,886 sh. common voting stock of Franklin; J. R. Knowland is vice president and director of KLX and is president and director and holds 5,081 sh. common voting stock of Franklin; J. R. Knowland Jr. holds 400 sh. in voting trusteeship of KLX and is vice president, director and holds 1,835 sh. common voting stock of Franklin.

Sen. Warren G. Magnuson (D-Wash.), Seattle—owns 10,186 of 255,063 sh. common voting stock of KIRO-AM-FM-TV Seattle.
KIRO: CBS; KIRO-TV: CBS.

Sen. Joseph C. O'Mahoney (D-Wyo.), Cheyenne—his wife, Agnes V. O'Mahoney, owns 15 of 3,051 sh. common voting stock of Cheyenne Newspapers Inc., which in turn owns 1,850 of 7,491½ sh. common voting stock of KFBC-AM-TV Cheyenne and satellite KSTF (TV) Scottsbluff, Neb.
KFBC: ABC KFBC-TV and KSTF (TV): CBS, ABC, NBC.

Sen. A. Willis Robertson (D-Va.), Lexington—his brother, Harold G. Robertson, is a director (but not a stockholder) of Shenandoah Life Insurance Co., sole owner of Shenandoah Life Stations Inc., licensee of WSLS-AM-FM-TV Roanoke, Va.
WSLS: MBS, NBC; WSLS-TV: NBC, ABC.

Sen. W. Kerr Scott (D-N. C.), Haw River—his brother, Ralph H. Scott, is vice president, director and owns 43 of 473 sh. common voting stock of WBBB-AM-FM Burlington, N. C.
WBBB: MBS, KBS.

Sen. John J. Sparkman (D-Ala.), Huntsville—his wife, Ivo H. Sparkman, is a partner and owns 49% interest in WAVU-AM-FM Albertsville, Ala.

Representatives

Rep. Alvin M. Bentley (R-Mich.) Owosso—is vice president, director and owns 300 of 900 sh. common voting stock in WKNX-AM-TV Saginaw, Mich.
WKNX-TV: CBS, ABC.

Rep. Frances P. Bolton (R-Ohio), Cleveland—owns 5,020 of 100,000 sh. common voting stock in WHK-AM-FM-TV Cleveland, which owns 40% of WKBN-AM-FM-TV Youngstown, Ohio.
WHK: NBC; WKBN: CBS; WKBN-TV: CBS.

Rep. J. Floyd Breeding (D-Kan.), Rolla—is director and owns 1 of 2,000 sh. common voting stock in KTVC (TV) Ensign, Kan.
KTVC (TV): Satellite of KAKE-TV Wichita (ABC, CBS).

Rep. Alvin R. Bush (R-Pa.), Muncy—owns 400 of 7,500 sh. common voting stock in WWPA Williamsport and WARC Milton, both Pennsylvania.
WWPA: CBS.

Rep. Elford A. Cederberg (R-Mich.), Bay City—director and owns 10 of 255 sh. common voting stock in WWBC Bay City.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is trustee-director, no stock in WDCR Hanover, N. H., a commercial station licensed to Dartmouth College.

Rep. Lawrence H. Fountain (D-N. C.), Tarboro—is secretary-treasurer, director and owns 86 of 300 sh. common voting stock in WCPS-AM-

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FM Tarboro; his brothers, R. M. Fountain and V. E. Fountain, each own 107 sh. and are directors and vice president and president of WCPS-AM-FM, respectively.

Rep. Porter Hardy Jr. (D-Va.), Churchland—is director and voting trustee and owns 300 of 19,254 sh. common voting stock in voting trust in WAVY-AM-TV Portsmouth, Va.

WAVY-TV: ABC.

Rep. Chet Holifield (D-Calif.), Montebello—with his wife, Vernice, jointly owns 10 of 750 sh. Class A preferred voting stock in KXLA Pasadena.

Rep. Paul C. Jones (D-Mo.), Kennett—is president, director and owns 100 of 480 sh. common voting stock in KBOA-AM-FM Kennett. Other ownerships in stations: Paul C. Jones Jr. (son) 28 sh.; Mrs. Paul C. Jones Sr. 22 sh., Mrs. Joe D. (Betty Ann) Cash (daughter) 25 sh. and Mrs. Tom B. (Nell) Mobley (daughter) 25 sh.

Rep. Melvin R. Laird (R-Wis.), Marshfield—his mother, Mrs. Melvin R. Laird, is a member of the board of regents of U. of Wisconsin, licensee of WHA-AM-TV Madison, Wis.

Rep. Richard E. Lankford (D-Md.), Annapolis—owns 30 of 3,936 sh. preferred non-voting stock of WNAV-AM-FM Annapolis.

Rep. George H. Mahon (D-Tex.), Lubbock—his brother, John B. Mahon, is partner and owns 50% of KVMC Colorado City, Tex.; his nephew, Eldon B. Mahon, is partner and owns 50% of KVMC.

KVMC: KBS.

Rep. William S. Mailliard (R-Calif.), San Francisco—his brother, John Ward Mailliard III is a director of KQED (TV) San Francisco, non-commercial educational tv station.

Rep. Lee Metcalf (D-Mont.), Helena—owns 50 of 684 sh. common voting stock of KCAP Helena.

KCAP: KBS.

Rep. Leo W. O'Brien (D-N.Y.), Albany— owns 24,561 of 1,100,942 sh. capital common voting stock of WROW-WTEN (TV) Albany, and satellites WCDB (TV) Hagaman, N. Y., and WCDC (TV) Adams, Mass. (see also Rep. Dean P. Taylor).

WROW: CBS; WTEN (TV), WCDB (TV) and WCDC (TV): CBS.

Rep. Winston L. Prouty (R-Vt.), Newport—his cousins Richard P. Prouty (deceased) and John A. Prouty, each own 1 of 1,643 sh. common voting stock of WIKE Newport.

Rep. Albert Rains (D-Ala.), Gadsden—is vice president, director and owns 36 of 120 sh. common voting stock of WGSV Guntersville, Ala.; is first vice president and owns 45 of 150 sh. common voting stock of WGAD Gadsden.

WGSV: KBS; WGAD: ABC.

Rep. Dean P. Taylor (R-N.Y.), Troy—owns 32,990 of 1,100,942 sh. capital common voting stock of WROW-WTEN (TV) Albany, N. Y., and satellites WCDB (TV) Hagaman. N. Y., and WCDC Adams, Mass. (see also Rep. Leo W. O'Brien).

WROW: CBS; WTEN (TV), WVDB (TV) and WCDC (TV): CBS.

Rep. William M. Tuck (D-Va.), South Boston—is director and owns 562 of 2,500,000 sh. common voting stock in Jefferson Standard Life Insurance Co., parent firm of Jefferson Standard Broadcasting Co. and other subsidiaries which in turn own 10,000 of 10,000 sh. common voting stock of WBT-WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S.C.; 500 of 500 sh. common voting stock of WBIG Greensboro, N.C., and 1,505 of 9,070 sh. common voting stock of WFMY-TV Greensboro.

WBT: CBS; WBTV (TV): CBS; WBTW (TV): CBS, ABC; WBIG: CBS; WFMY-TV: CBS, ABC.

Rep. Stewart L. Udall (D-Ariz.), Tucson—his uncle, Jesse L. Udall, is director and owns 10 of 200 sh. common voting stock in KGLU Safford, KWJB-AM-FM Globe, KCKY Coolidge and KVNC Winslow, all Arizona.

KWJB: NBC; KCKY: CBS; KVNC: MBS.

Rep. Phil Weaver (R-Neb.), Falls City—his nephew's wife, Jane Ann Calhoun Weaver, owns 7 of 5,000 sh. common voting stock in WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.

WTAD: CBS; KHQA-TV: CBS.

UPCOMING

April

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 19-20: Oklahoma AP Broadcasters, Western Hills Lodge, Wagoner.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22: CBC Board of Governors, Railway Committee-room, House of Commons, Ottawa.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25: Assn. Maximum Service Telecasters, board of directors meeting, Biltmore Hotel, Los Angeles.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 26: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

April 26: Assn. Maximum Service Telecasters, annual membership meeting, Biltmore Hotel, Los Angeles.

April 26: Annual BROADCASTING Golf Tournament, Los Coyotes Country Club, Los Angeles.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

April 30-May 1: Missouri Broadcasters Assn., University of Missouri, Columbia.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 9: Radio Tv Guild, industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 10: UP Broadcasters of Michigan, Hotel Olds, Lansing.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

May 17: UP Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis.

May 19-20: Illinois Broadcasters Assn., of Springfield.

May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

May 22: Magnetic Recording Industry Assn., distribution congress, Conrad Hilton Hotel, Chicago.

May 26-28: American Management Assn., annual packaging conference, Hotel Statler, New York.

May 26-30: National Packaging Exposition, New York Coliseum, New York.

May 28-29: Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces, Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 19-21: Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.

June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.

August

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

September

Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.

Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.

October

Oct. 5-7: Central Canada Broadcasters Assn. Alpine Inn, Ste. Marguerite, Que.

Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.

Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.

Oct. 28-29: Central Canada Broadcasters Assn. Westbury Hotel, Toronto, Ont.

ADDENDA-RADIO NETWORK SHOWSHEET

The following information on 7-9 a.m. programming for Mutual Broadcasting System supplants the "no network service" listing in the Radio Network Showsheet published April 7. This box should be clipped and attached to that showsheet for complete reference.

SUNDAY MORNING

7-9 a.m.

MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op; 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.

MONDAY-FRIDAY MORNING

7-9 a.m.

MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes* co-op; 7:30-7:35 *Colgate Sportsreel-Bill Stern*, Colgate-Palmolive, Winston; 7:35-8 *America's Top Tunes*, co-op; 8-8:15 *News*, co-op; 8:15-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Colgate Sportsreel-Bill Stern*, Colgate-Palmolive, Winston; 8:35-9 *America's Top Tunes*, co-op.

SATURDAY MORNING

7-9 a.m.

MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, Winston; 7:35-8 *America's Top Tunes*, co-op; 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Winston; 8:35-9 *America's Top Tunes*, co-op.

Station Authorizations, Applications

As Compiled by BROADCASTING

April 3 through April 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Tv Allocations

WALLA WALLA, WASH., MADE ALL-UHF

By report and order, Commission finalized rule making, effective May 12, and amended its tv table of assignments to make **Walla Walla, Wash.**, all-uhf by deleting chs 5 and 8, adding chs 44 and *50 (educational) and making ch 22, now reserved for educational use, available for commercial use there. Announced April 3.

RULE MAKING DENIALS

By report and order, Commission rejected proposals by **Lafayette Bcstg., Inc.** (**WFAM-TV** ch 59), **Lafayette, Ind.**, to shift ch 10 from **Terre Haute, Ind.**, to Lafayette, and by **Northwestern Publishing Co.** (**WDAN-TV** ch 24), **Danville, Ill.**, to shift ch 10 from Terre Haute to Danville; terminated proceeding. Announced April 3.

Commission on April 2 directed preparation of document looking toward denying all rule-making proposals affecting ch 12 relative to **Erie, Pa.**; **Akron-Cleveland, Ohio**; **Clarksburg** and **Weston, W. Va.**, and **Flint-Saginaw-Bay City, Mich.** Proceeding involves conflicting proposals to shift ch 12 from Erie to Cleveland-Akron area, or to Akron or Cleveland alone, or to Canton, or to Cleveland for educational use; or to reassign ch 12 from Flint to Saginaw-Bay City-Flint, or to **Ann Arbor.** Proposal to shift ch 12 from Erie to Akron-Cleveland or to Akron alone would necessitate trans. site and possible channel changes of facilities in Clarksburg and Weston, W. Va.

RULE MAKING PROPOSALS

Commission invites comments by May 12 to petitions for rule making to (1) shift ch 22 from **Clarksburg, W. Va.**, to **Pittsburgh, Pa.**, and (2) substitute ch 33 for ch 73 in **Youngstown, Ohio**, deleting ch 47 from Pittsburgh and adding chs 22 and 73 to that city, and exchanging ch 79 for ch 22 in Clarksburg; directed **WTVQ Pittsburgh**, to show cause why it should not shift from ch 47 to either ch 22 or ch 73, and **WXTV Youngstown**, to change from ch 73 to ch 33. First proposal is made by WQED ch *13 Pittsburgh, to enable ch 22 (commercial) also to be used for educational programs in Pittsburgh area. Second proposal is made by **Community Telecasting Co., WXTV** (ch. 73) **Youngstown**, which claims to be at disadvantage because of lower uhf channel service in its area. Announced April 3.

Commission invited comments by May 16 to proposed rule making by **Springfield Tv Bcstg. Corp.** (WWLP ch. 22) **Springfield, Mass.**, to substitute ch 76 for ch 75 in **Concord, N.H.**, and ch. 69 for ch. 74 in **Bennington, Vt.**, so as to make ch. 74 available for translator operation in **Springfield, Vt.** By order, Commission, on petition by **Springfield Television Bcstg. Corp.**, terminated rule making which was initiated by previous proposal of that company to assign ch 15 to **Concord** by making various other changes in tv table of assignments. Company has been advised that Canadian government contemplates channel usage which would preclude allocation of ch 15 to Concord and, after further allocation studies, Springfield believes the revisions which it contemplates can be accomplished through above proposed rule making. Announced April 9.

Commission invites comments by May 12 to proposal by **Wichita-Hutchinson Co.**, licensee of **KTVH (TV)** (ch. 12) **Hutchinson, Kan.**, to shift that channel to **Wichita, Kan.**, so that **KTVH** could request mod. of its license to specify operation on ch. 12 at Wichita. Announced April 3.

Existing Tv Stations

CALL LETTERS ASSIGNED

KCIX-TV Nampa, Idaho—Radio Boise Inc., ch. 6.

KIFS (TV) International Falls, Minn.—Minneonto Tv Inc., ch. 11.

WNTA-TV Newark, N. J.—Atlantic Tv., ch. 13. Changed from WATV (TV), effective May 6.

New Am Stations

ACTION BY FCC

Groton, Conn.—Lawrence A. Reilly and James L. Spates—Granted 980 kc, 1 kw D. Post office address 1 Park Dr., W. Springfield, Mass. Estimated construction cost $19,230, first year operating cost $50,000, revenue $60,000. **Mr. Reilly** (50%) is president, station manager and 38% owner **WTXL West Springfield. Mr. Spates** (50%) is treasurer, operations manager and 22% owner WTXL. Announced April 9.

APPLICATIONS

Tolleson, Ariz.—William P. Ledbetter, 790 kc, 500 w D. P.O. address Box 593, Tolleson. Estimated construction cost $11,908, first year operating cost $42,000, revenue $48,000. Sole owner **Ledbetter** was, until recently, president of **KGOL Golden, Colo.**, and **KHEP Phoenix.** He owns less than 1% of KHEP. Announced April 7.

Upland, Calif.—Upland Bcstg. Co. 900 kc, 250 w D. P.O. address Donald McBain, 533 Marguerita Ave., Santa Monica. Estimated construction cost $32,300, first year operating cost $50,000, revenue $50,000. Owners are **Donald McBain, Howard Hoegsted, George Irwin** and **Arthur Balinger** (each 25%). Mr. McBain is in air transportation. Mr. Hoegsted is C.P.A. Mr. Irwin is in advertising. Mr. Balinger is free lance tv-radio announcer. Announced April 7.

Clewiston, Fla.—Peoples Bcstg. Service 1350 kc,

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

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EASTERN	CENTRAL	MIDWEST	SOUTH	SOUTHWEST	WEST
MIDDLE ATLANTIC	1000 WATT FULLTIMER	FULLTIME REGIONAL	1 KW DAYTIMER	WEST TEXAS INDEPENDENT	NETWORK AM & VHF
$200,000	$225,000	$650,000	$100,000	$50,000	$750,000
Fulltime station in industrial market. Profitable now plus potential. Terms.	Very desirable regional frequency. Over 100,000 population in primary area. Single station market. 29% down.	#1 station in metropolitan market. $100,000 in cash and account receivables to go along with deal.	This station in Upper Mid-South area is netting over $20,000 per year. Good frequency.	250 w daytimer in a fine market. Has a good low position on the dial. Only station in town. 29% down.	Well-diversified retail sales. Sizable fixed assets including real estate. Financing available to qualified buyer.

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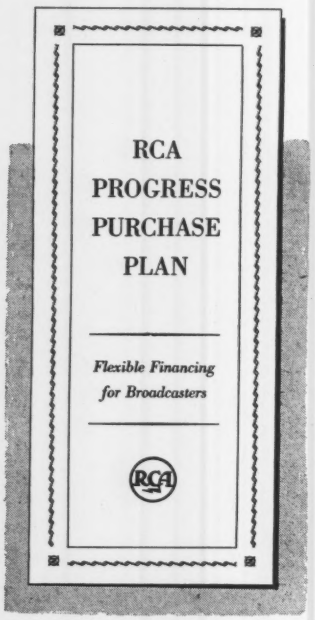

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500 w D. P.O. address Box 1486, Fort Myers, Fla. Estimated construction cost $7,000, first year operating cost $24,000, revenue $28,000. **Robert Hecksher,** sole owner, also owns **WMYR Fort Myers.** Announced April 7.

Tallahassee, Fla.—Southern Bcstrs. 1410 kc, 5 kw D. P.O. address 116 S. Calhoun St., Tallahassee. Estimated construction cost $24,091, first year operating cost $47,320, revenue $54,000. **Spurgeon Camp,** sole owner, is in electrical appliances. Announced April 3.

Albuquerque, N. M.—T. I. Moseley 730 kc, 1 kw D. P.O. address 1515 Industrial Way, Belmont, Calif. Estimated construction cost $45,516, first year operating cost $48,000, revenue $90,000. Sole owner **Moseley** is president, **Dalmo Victor Co.,** electronics manufacturer. Announced April 3.

Morganton, N. C.—Beatrice Cobb 1490 kc, 250 w U. P.O. address Box 419, Morganton. Estimated construction cost $28,050, first year operating cost $60,000, revenue $70,000. Miss Cobb, sole owner, owns and publishes *Valdese* [N. C.] *News* and owns and directs **News-Herald Pub. Co. Inc.** in Morganton. Announced April 9.

Fargo, N. D.—Music Bcstrs. 1470 kc, 1 kw D. P.O. address Realty Bldg., Spokane, Wash. Estimated construction cost $20,600, first year operating cost $65,000, revenue $78,000. Owners are **D. Gene Williams** and **Delbert Bertholf** (37½% each) and **Robert Eubanks** (25%). Mr. Williams owns 51% of **KLYK Spokane,** Mr. Bertholf, 49%. Messrs. Williams and Bertholf each owns 50% of **KOYN Billings, Mont.,** and 25% of **KUDI Great Falls, Mont.,** and **KQDY Minot, N. D.** Mr. Eubanks is general manager, KOYN. Announced April 8.

Providence, R. I.—Golden State Corp. 990 kc, 50 w D. P.O. address 35 Jackson St., Providence. Estimated construction cost $231,107, first year operating cost $136,000, revenue $175,000. Owners are **Harold C. Arcaro** (68% pfd., 66% common) and others. Mr. Arcaro also owns one-sixth of **WRIB** and 30.66% of **WNET (TV),** both **Providence.** Announced April 7.

Port Neches, Tex.—Mid-County Radio 1150 kc, 500 w D. P.O. address Box 802, Beaumont, Tex. Estimated construction cost $24,729, first year operating cost $36,000, revenue $48,000. **Joseph S. Trum,** sole owner, is in advertising. Announced April 7.

Existing Am Stations

ACTION BY FCC

WHGR Houghton Lake, Mich.—Granted increase in hours of operation from D to unl., with DA-N, continuing operation on 1290 kc, 5 kw; engineering conditions. Announced April 9.

APPLICATIONS

WGWC Selma, Ala.—Mod. of license to change hours of operation from unl. to specified hours; Mon. thru Sat., 6:00 a.m. to 8 p.m.; Sun., 7:00 a.m. to 8:00 p.m. Anounced April 3

KACY Port Hueneme, Calif.—Mod. of cp to change station location to Oxnard-Port Hueneme, Calif. Anounced April 9.

KPAP Redding, Calif.—Mod. of cp (which authorized new standard broadcast station) to change frequency from 1270 kc to 1330 kc; increase power from 1 kw to 5 kw; make changes in ground system; change type trans.; specify studio location and operate trans. by remote control. Announced April 7.

WGHM Skowhegan, Me.—Cp to increase power from 1 kw to 5 kw and install new trans. Announced April 9.

WJMB Brookhaven, Miss.—Mod. of license to change hours of operation from unl. to specified hours. June 1 thru Dec. 31., Mon. thru Sat., 6:00 a.m. to 11:00 p.m.; Sun., 8:00 a.m. to 11:00 p.m. Jan. 1 thru May 31., Mon thru Sat., 6:00 a.m. to 6:00 p.m.; Sun., 8:00 a.m. to 6:00 p.m. Announced April 3.

KWIN Ashland, Ore.—Cp to change frequency from 1400 kc to 580 kc; increase power from 250 w to 500 w, change hours of operation to daytime, make changes in ant. (increase height) and ground system and install new trans. Announced April 4.

CALL LETTERS ASSIGNED

KINS Eureka, Calif.—Eureka Bcstg. Co., 980 kc. Changed from KHUM.

WNTA Newark, N. J.—Bremer Bcstg. Corp., 970 kc. Changed from WAAT, effective May 6.

KPVA Camas, Wash.—Wm. B. & Cathrya C. Murphy, 1480 kc. Changed from KRIV.

New Fm Stations

ACTIONS BY FCC

Newport Beach, Calif.—Arnold J. Stone—Granted 103.1 mc, .855 kw unl. P. O. address 6535 West Olympic Blvd., Los Angeles. Estimated construction cost $8,591, first year operating cost $18,000, revenue $24,000. Sole owner Stone is attorney and realtor. Announced April 9.

San Diego, Calif.—Los Tres Diablos Bcstrs.—Granted 98.1 mc, 3.81 kw unl. P. O. address 218 Citizens Bank Bldg., 16 N. Marengo Ave., Pasadena, Calif. Estimated construction cost $14,300, first year operating cost $21,000, revenue $24,000. Owners are **John K. Blanche, Kenneth A. Hamill,** and **Joseph D. Worth** (each ⅓). Mr. Blanche, attorney, is partner in **KDWC (FM) West Covina, Calif.** Mr. Worth is partner in KDWC (FM) and general manager. Mr. Hamill operates service station. Announced April 9.

San Fernando, Calif.—Valley Fm Bcstg. Co.—Granted 94.3 mc, 860 w unl. P. O. address 5818 Van Nuys Blvd., Van Nuys, Calif. Estimated construction cost $13,430, first year operating cost $50,000, revenue $35,000. Owners are **Walter Gelb, W. E. Morgan** (each 35%) and **Ted Bolnick** (30%). Messrs. Gelb and Morgan are in advertising-public relations; Mr. Bolnick has real estate and theatre interests. Announced April 9.

Santa Ana, Calif.—Phillip E. Brestoff—Granted 106.3 mc, 1 kw unl. P. O. address 1400 Braeridge Dr., Beverly Hills. Estimated construction cost $12,330, first year operating cost $24,000, revenue $30,000. Sole owner Brestoff was until recently station manager, **KFMU-FM Los Angeles.** Announced April 9.

Roxboro, N. C.—Roxboro Bcstg. Co.—Granted 96.7 mc, .573 kw unl. P. O. address Box 130, Roxboro. Estimated construction cost $6,839, first year operating cost $3,600, revenue $3,600. Applicant also owns **WRXO Roxboro.** Announced April 9.

Medford, Ore.—Clarence E. Wilson—Granted 95.3 mc, .648 kw unl. P. O. address Box 1109, Medford, Ore. Estimated construction cost $11,441, first year operating cost additional $6,000, revenue additional $7,000. Sole owner Wilson also owns **KBOY Medford, Ore.,** and 50% of **KPAP Redding, Calif.** Announced April 9.

APPLICATIONS

Bakersfield, Calif.—KGEE Inc., 96.5 mc, 57.1 kw unl. P. O. address 1415 17th St., Bakersfield. Estimated construction cost $28,000, first year operating cost $10,000, revenue $15,000. Owners are **C. Dexter Haymond** (55%) and others. Mr. Haymond owns 2.4% of **KIT Yakima, Wash.,** and 55% of **KGEE Bakersfield.** Announced April 3.

Carlisle, Pa.—Richard Field Lewis Jr. Inc. of Carlisle, 101.7 mc, .83 kw unl. P. O. address Radio Station WHYL, Carlisle. Estimated construction

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through March 31

	AM	FM	TV
LICENSED (all on air)	3,174	520	404[1]
CPS ON AIR (new stations)	55	20	107[2]
CPS NOT ON AIR (new stations)	88	72	106
TOTAL AUTHORIZED STATIONS	3,317	612	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	418	49	73
APPLICATIONS FOR NEW STATIONS (in hearing)	109	10	55
TOTAL APPLICATIONS FOR NEW STATIONS	527	59	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	239	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	15
TOTAL APPLICATIONS FOR MAJOR CHANGES	275	22	56
LICENSES DELETED	0	1	0
CPS DELETED	0	2	0

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 9

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,174	58	87	539
FM	520	20	81	63
TV (Commercial)	404[1]	107[2]	106	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 9

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

cost $6,000, first year operating cost $4,000, revenue to be included with am station. Applicant is licensee of **WHYL Carlisle.** Announced April 3.

Existing Fm Stations

ACTION BY FCC

WBNY-FM Buffalo, N. Y.—Granted request for temporary authorization to operate on simplex basis for period of 120 days to permit conversion of functional music operation to multiplex basis in accordance with outstanding authorization; this action is without prejudice to whatever action Commission is required to take as result of its inquiry into qualifications to be broadcast licensee. Announced April 3.

CALL LETTERS ASSIGNED

KFMM (FM) Tucson, Ariz.—Copper State Bcstg. Corp., 99.5 mc. Changed from KTKT-FM.
WEBH (FM) Chicago, Ill.—Buddy Black Bcstg. Co. Inc., 93.9 mc. Changed from WEBH-FM.
WCSI-FM Columbus, Ind.—White River Bcstg. Co. Inc., 93.5 mc.
WNTA-FM Newark, N. J.—Bremer Bcstg. Corp., 94.7 mc. Changed from WAAF-FM, effective May 6.
WONO (FM) Syracuse, N. Y.—Sentinel Heights Fm Bcstrs. Inc., 100.9 mc.
WHOH (FM) Hamilton, Ohio—Fort Hamilton Bcstg. Co., 103.5 mc. Changed from WMOH (FM).

Ownership Changes

ACTIONS BY FCC

KRFA Fordyce, Ark.—Granted assignment of cp from **Albert Mack Smith,** et al., to **Kermit F. Tracy;** consideration $50 for option for trans. site and withdrawal of Tracy application for new station in Fordyce. Announced April 9.
KLRA Little Rock, Ark.—Granted assignment of licenses to **KLRA Inc. (Leonard Coe,** president); consideration $182,500. Announced April 9.
KIDD Monterey, Calif.—Granted assignment of licenses to **Monterey Peninsula Bcstrs. (Robert K. Sherry,** president); consideration $185,000. Announced April 9.
WGTO Cypress Gardens, Fla.—Granted assignment of license and cp to **KSTP Inc. (KSTP-AM-TV St. Paul, Minn.; KOB-AM-TV Albuquerque, N. M.);** consideration $175,000. Announced April 9.
KCOG Centerville, Iowa—Granted assignment of license to **Centerville Bcstg. Co.** (owner of physical assets of station). Centerville was li-

Continues on page 109

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RADIO

Help Wanted

Looking for young man who wants to learn radio business. Some college preferred. Send photo, tape and resume to T. C. Hooper, WQOK, P. O. Box 298, Greenville, S. C.

Management

Proven manager-salesman, to invest in and manage successful music-news-indie, excellent market, solid deal, mountain west, unlimited potential, opportunity. Requires $25,000 down, balance on time. Box 726D, BROADCASTING.

Midwest independent radio station looking for alert, experienced, program director to supervise radio operation. Excellent working conditions. Send complete info to Box 771D, BROADCASTING.

Independent radio station, central US, desires strong, aggressive man to serve as station manager. Good operation. Excellent working facilities. Write Box 775D, BROADCASTING.

Unusual opportunity for advancement as general manager and eventually as vice president of metropolitan market station. Should have previous experience as general manager in smaller market. Under 40 with strong sales experience. Box 848D, BROADCASTING.

Metropolitan daytime station needs manager with good sales record experience and in smaller market desirable. Box 849D, BROADCASTING.

Good men are very difficult to find—not because there is a shortage of them, but because the good men are afraid to change from an adequate position now—to an opportunity with another organization. I own several major market stations—well-rated—well promoted—and I offer an outstanding permanent opportunity for management after a short period of intensive training in sales management and administrative, based purely on intelligence and ability—no-one is in line ahead of you. You can make a great deal of money—be wonderfully happy—and really exert your own ideas and desires. Naturally, such a person is now employed, but deeply wants such an honest opportunity very soon. Why don't you write me your own resume and ideas regarding management, programming philosophy and sales management this evening? Send photo also. I'm looking for you and I feel sure you are looking for me. Box 897D, BROADCASTING.

Sales

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

We are seeking a man who is experienced in hiring, training and maintaining a sales force. He must be experienced in selling on the local level, both direct and through agency, and he must be able to travel. Commission, override and substantial draw to start. Send complete resume and snapshot. Box 834D, BROADCASTING.

Near New York. Successful fulltimer, nevertheless vast undeveloped sales potential. Booming market. Send sales record, picture. Box 855D, BROADCASTING.

California station wants salesman ready to move up management ladder. No write-your-own-ticket job; you must first prove both ability and stability. Box 901D, BROADCASTING.

St. Louis staff expansion provides opportunity for two men. One position for commercial manager to handle local sales and St. Louis national sales for negro radio group. Another position for top-flight salesman for 5 kw negro station with chance of promotion in established chain. Send background, photo, salary and billing summary to Bob Lyons, Manager, KATZ, Arcade Building, St. Louis, Missouri.

We have a good job for a good salesman. Write own copy. KWIL, Albany, Oregon.

RADIO

Help Wanted—(Cont'd)

Sales

Salesman. Radio Station WMID, Atlantic City, New Jersey.

Exceptional opportunity for young married, experienced salesman-announcer for new music and new station northern California. Box 230, Klamath Falls, Oregon.

Chicago excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Tim Crow, Rollins Broadcasting Inc., 414 French Street, Wilmington, Delaware.

Announcers

Florida. Need experienced personality top dj. Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation's leading chains. Rush tape, background, information. Box 746D, BROADCASTING.

Announcer first ticket for night time shift in full time Florida independent. Want reliable family man. $90.00 weekly for dependable man. Send tape and photo to Box 837D, BROADCASTING.

Announcer—1st phone wanted immediately for mid-south 1 kw daytimer. Send tape and recent photo. Above average salary. Box 838D, BROADCASTING.

500 watter, 50 miles from Philadelphia, needs experienced mature, resonant announcer-disc jockey. Salary, bonus plan, record hop. Box 852D, BROADCASTING.

Wanted: Radio newsman for large metropolitan news operation. Must have professional newscast style, writing and reporting ability. Schedule demands some tv writing and film-cutting. Salary in vicinity of $100 weekly. Send experience resume, photo, tape and references to Box 900D, BROADCASTING.

Announcer. Will take first-job man if intelligent, tasteful and potentially versatile performer. Tape, resume to KBAL, San Saba, Texas.

Solid opportunity for really capable announcer with first phone at 5000 watt full time regional. No engineering duties. Three years announcing experience absolute minimum. We have lost a man to the service, so call Jim Jae, at KHMO, Hannibal, Missouri and let's discuss how you can insure your future in radio.

Classical music announcer with authoritative pronunciation, can program own shift and conversant with all phases of good music operation. Some selling. Stuffed shirts and neophytes not wanted. Send tape, photo, and resume to KSFR, 217 Kearny, San Francisco. Phone YUkon 6-2826.

Morning man. First phone. No maintenance. Busy shift. Must be smooth operator. No comedians. KWIL, Albany, Oregon.

Newsman-announcer wanted by top-rated music and news independent for expanding news department. Must be experienced in gathering, writing, editing and broadcasting local news. Some deejay work, but mostly news. Send tape, photo, resume and minimum salary requirements to Wes Hobby, Program Director, WADS, Ansonia, Connecticut.

Wanted: Morning man. Send tape, resume, requirements, first letter. WATG, Ashland, Ohio.

Announcer-salesman—Mature, experienced, car. Up to $100 weekly plus sales commissions. West Virginia kilowatt daytimer. Good market. No phone replies. Send tape and resume to C. Leslie Golliday, WEPM, Martinsburg, West Virginia.

RADIO

Help Wanted—(Cont'd)

Announcers

WJOY, Burlington, Vermont has opening for bright personable dj. Outstanding opportunity. Air mail air check to Dean Slack, WJOY, Burlington, Vt.

18-year-old 5-kilowatt daytimer needs versatile staff announcer with newscasting experience. Better than average pay and working conditions. Send audition tape to WLET, Toccoa, Ga.

Announcer. Radio Station WMID, Atlantic City, New Jersey.

Announcer, first ticket. Tape. Salary? Also continuity girl. WSHE, Sheboygan, Wisconsin.

Technical

Love Florida, wish you were here? Got 1st class ticket? Good voice? Know-how? Come to Florida. You'll be chief engineer, announcer. Box 690D, BROADCASTING.

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 831D, BROADCASTING.

Chief engineer-announcer combination. 1000 watt midwest daytimer. Emphasis on good voice and personality. Up to $500.00 for right man. Resume, tape, photo to Box 866D, BROADCASTING.

Good opportunity for radio engineer with first class ticket. New midwest station under construction. Must be able to construct, and maintain two-tower directional array. Possibility to become resident manager. Also must be willing to work short announcing shift until station progresses. Attractive starting salary. Box 893D, BROADCASTING.

Engineer-announcer or sales combo. Immediate opening. Salary $70 up. Chain of New Hampshire stations. Box 904D, BROADCASTING.

Established Baltimore station wants chief engineer. Prefer younger man eager to advance. Announcing ability helpful but not essential. Send background, references and salary requirements. Box 907D, BROADCASTING.

Wanted—Vacation technicians for am and tv. May 1 to October 31. Must have 1st class license. Box 908D, BROADCASTING.

Engineer, good with hands and head. Attractive position. No announcing. WCOJ, Coatesville, Pennsylvania. Call Chief Engineer 2100.

Chief engineer who is good announcer. Beautiful new station near University of Michigan. WOIA. Phone Ann Arbor, Normandy 3-0569.

Production-Programming, Others

Metropolitan top-rated station needs alert all-around girl Friday. A real opportunity. Write General Manager. Box 747D, BROADCASTING.

Audience getting dj needed for radio-tv operation in central US. Must be good audience builder with plenty of know how and ideas. Send tape and complete background to Box 773D, BROADCASTING.

One of the most sports-minded areas in the country looking for experienced sports director to work both radio and tv. Send tape and full details to Box 774D, BROADCASTING.

Anticipate going 5 kw in the near future. Desire to learn if there are any girl secretaries with first class ticket available for position in Virginia. Salary will be tops. An excellent position with one of a group of highest paying stations in the east. Repeat: first class ticket is a must. Write full details. Box 802D, BROADCASTING.

Florida station wants sharp gal to handle continuity. Must be experienced, good writer, exceptional organizer, strong on details. Write fully enclosing snap shot and references. Box 873D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted. Radio farm service director for 5,000 watt station. Must be able to handle farm shows, farm interviews, farm sales and do general staff announcing. Ag school graduate preferred but not necessary. Contact Manager, WKTY, La Crosse, Wisconsin.

RADIO

Situations Wanted

Stations selling mailorder, specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

Management

Station manager with family wishes to meet owner-object: Long profitable association. Dowry: experience, honesty, reliability, ideas. Box 871D, BROADCASTING.

General manager/sales manager fulltime independent major eastern market. Seeks re-affiliation radio-tv group or independent. Age 32. Ten years radio-tv. College grad. Current earnings $20,000. Box 875D, BROADCASTING.

Experienced manager with extensive background sales, public relations and program know how to increase billing and prestige. Box 888D, BROADCASTING.

Executive—over fifteen years of successful selling and managing for radio and television stations. Currently employed long affiliation. Family man desiring change. Box 889D, BROADCASTING.

Management; sales, general. Proven record. Prefer relocation south Florida or gulf coast. Application upon request. Box 707, Atlantic Beach, Florida.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 734D, BROADCASTING.

Account executive with over six years experience desires national sales position. Have contacts with New York, Washington, Philadelphia and Baltimore agencies. Box 859D, BROADCASTING.

Announcers

Announcer, first phone. Married, no children, good selling voice, 2 year experience, authoritative newscasts. Smooth dj shows. New England area preferred. Box 639C, BROADCASTING.

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Experienced dj, three years, good commercial knows music, family. Box 707D, BROADCASTING.

Girl-personality, dj, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 732D, BROADCASTING.

DJ announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 733D, BROADCASTING.

Personality-announcer, excellent background, 7 years experience, records, sports, news. Want advance to major market. Box 766D, BROADCASTING.

Experienced sportscaster, baseball, basketball, football, boxing, seeking good sports station. Box 770D, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 793D, BROADCASTING.

Presently employed talented combo-man. (third ticket). Desires summer position. Box 820D, BROADCASTING.

Staff announcer, young, good on news and music. Available immediately. Box 823D, BROADCASTING.

Announcer with adjectives: College graduate in June, 22 and married, healthy, 4 years experience with 5 kw college station. Low, resonant, mature voice with relaxed style for dj work and news. Tape and resume available. Box 826D, BROADCASTING.

Recent grad radio school. 1st phone. Prior board and announcing experience. Married, seek steady employment. Reasonable salary, tape, photo available. Box 829D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo-dj, first phone, currently general-manager, chief. Top mail pull. Desires late nite show. 12 years experience. Box 836D, BROADCASTING.

Experienced, versatile young radio man, thoroughly trained in all phases of radio, desires permanent position in Virginia, Maryland, or Delaware. Have car, good references. Tape, resume, photo. Box 842D, BROADCASTING.

Experience staff announcer. Single. Vet, go anywhere. Radio-three years. Box 843D, BROADCASTING.

Disc-jockey announcer, five years experience. Superb credit, excellent voice, clever gimmicks rhyming intros, restricted ticket. Available now. Tape, etc., on request. Box 844D, BROADCASTING.

Negro announcer-deejay, experienced and ready. Tape. Box 851D, BROADCASTING.

Experienced newsman, journalism degree, seeks position with progressive station. Can run own board, handle staff work. Married, steady, presently employed in major market area. Box 857D, BROADCASTING.

Versatile deejay couple sing, do original jingles, make advertisers happy. Available soon, salary moderate for right spot. Tape, references. Can travel to confer. Box 861D, BROADCASTING.

California, here I come! Wanna relocate in the golden state! Have two tax exemptions, will travel. Tape on request, and all that jazz! Box 864D, BROADCASTING.

Air salesman-7 years radio. Strong experience all phases, indie and net. Family, college ed., versatile, reliable. Best references, presently employed, but seek overall improvement. Box 869D, BROADCASTING.

DJ, girl personality. Tall, tan, very attractive. College graduate. Experienced. Diction—excellent! Box 878D, BROADCASTING.

What ever happened to dj's that played good music and didn't scream? Here's one with experience yet. Box 879D, BROADCASTING.

Recent school graduate—eager—want to learn as this will be my career. Box 880D, BROADCASTING.

Announcer—presently employed. Knows board. Strong on news, discs, sports, classics. Desires relocate — northeastern seaboard. Box 881D, BROADCASTING.

Humor specialist—announcer, imaginative, versatile. Like parody, satire—good taste. Well trained: DJ, newscasting, classical music, copywriting, college graduate and school of radio technique. Have wife, she'll travel. Box 882D, BROADCASTING.

Announcer. Realize importance of hardsell and commercial newscasting. Versatile with ad libs. B.A. in Speech, vet, single, 26. Work hard. Southwest, west preferred. Box 884D, BROADCASTING.

Married, mature, trained announcer. Light on experience, but extremely adaptable. Good voice. Will become excellent loyal asset. Intangible selling background. Box 886D, BROADCASTING.

Negro, unusual, religious, top r&b production. Desires to grow in good operation. 4 years experience. Box 887D, BROADCASTING.

Two years network affiliate, one year independent, top record program desired, very strong news, commentary, pleasant resonant voice, ambitious, reliable. Box 891D, BROADCASTING.

Announcer-dj, strong on news, commercials. Operate board. Tape available. Box 896D, BROADCASTING.

Hip—congenial—fast. Highly experienced dj with first phone. Negro. Box 899D, BROADCASTING.

Troubled with vacationists? Extra hours? Let experienced, enthusiastic young announcer who lives radio help you and himself this summer. Travel anywhere. 129 Pangborn, Notre Dame, Indiana.

Experienced and dependable—want permanency. Telephone Minersville, Penna. Liberty 4-5374.

Beginner announcer, married, have car—will travel, available immediately. Dale Cullen, 102 East Court Street, Elkhorn, Wisconsin.

RADIO

Situations Wanted—(Cont'd)

Announcers

Wanted: 1 station anywhere; good equipment, friendly atmosphere, active record library, $100 week. Available: 1 dependable hardworking dj that can sell pop show. Also news. One year experience. No tape. Best references. Wynn Danzik, 2606 Woodville Road, Toledo, Ohio. Phone OX 1-2511.

Young, aggressive announcer 5 years experience, major markets, radio and television, smooth deejay productions, will go anywhere. Box 876D, BROADCASTING or call Marvin Edwards, Baltimore, Maryland, IDlewood 3-4832.

Two years news, staff, dj, tv; Chicago and Cleveland. Summer, June-October. Restricted permit, college. Eric Fenster, 1005 E. 60, Chicago.

Experienced staff announcer. Available immediately. Brad Harris, 559 Hendrix Street, Brooklyn 7, N. Y. HYacinth 8-5479.

Representing top-name licensed radio and tv announcers which include the "Mister Versatility Show," "Little Miss Melody Show" and "Swinging Dean Show." No job too large or too small to be filled. Hollins & Associates, 826 S. Wabash, Room 12118, Chicago.

Attention Maryland, Virginia, West Virginia, Pennsylvania. Steady family man wants permanent position. Ready to come back home. Two years experience, all phases, play-by-play. Bob Hott, 1605 Cedar Street, Lumberton, N. C. Redfield 9-6710.

DJ announcer, versatile, experienced, hard and soft sell. Excellent board operator. Go anywhere. No prima donna. Tape and resume. Dick Karp, Friars Club, 123 West 56th St., New York City.

Announcer—Recent graduate, 1st phone. Billy Lambert, 335 N. Normandie Pl., Los Angeles 4, Calif.

Radio school grad. Single, experienced, announcer, play-by-play, news gathering and reporting, college. Tim Mitchell, 10833/C St. James Ave., South Gate, Calif. NE 6-6414.

Announcer, experienced, available immediately, desires a change for the better, with opportunity for advancement. Contact, Jack J. Quirk, 624½ S. Benton, Freeport, Ill., or call ADams 2-0148.

Technical

Experienced in radio and television supervising and maintenance. Prefer south. No announcing. Box 655D. BROADCASTING.

TROPO. Foreign installation and operation. Supervisory position desired. Family living facilities a must. Box 762D, BROADCASTING.

Mature chief engineer desires to make change. Experienced in planning, construction, operation, maintenance, am-fm-tv, directionals, measurements. Either shirtsleeve or executive position. Box 763D, BROADCASTING.

First phone engineer. Eight years experience five to fifty. Desire opportunity for some sales. Box 832D, BROADCASTING.

Chief engineer prefers south or southwest for climate reasons. Well liked by present employer. Box 835D, BROADCASTING.

First phone-announcer, seven years experience, graduate engineer, married, steady. Box 850D, BROADCASTING.

Experienced chief engineer. Western disc jockey. Box 868D, BROADCASTING.

Inexperienced 1st class license family man needs job. Non-drinker. Play western rhythm guitar and type. 5202 Bradford Drive, Dallas, Texas. Phone LA-88305.

Production-Programming, Others

Experienced music librarian and news researcher with top dj's. Recently completed effective speaking course. Slight cerebral palsy handicap. Resume, references upon request. Box 125D, BROADCASTING.

$600 monthly. Sports director and versatile executive with experience and proven ability. Box 821D, BROADCASTING.

Formula radio master. currently with outstanding station group as assistant production director, seeks position as production director. Box 839D, BROADCASTING.

Hard working, highly efficient news editor. College graduate, personable. Experienced in small market, now ready to move into position of responsibility with more opportunity. Tape available of newscasts that sell. Box 840D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Program/production director of combined radio and television operating seeking position as pd in solid radio operation. Family man with excellent professional record and references. Five years with present company. Have experience with both union and non-union personnel. Interested in market potential rather than size. Box 846D, BROADCASTING.

Negro stations. White pd, experienced in negro radio, knows the score. Hard worker; resourceful. Box 858D, BROADCASTING.

Summer job. Student, 25, will do anything for experience. $25 week. Calif., Nev., Ariz. only. Box 860D, BROADCASTING.

Available July 1st. Idea girl packed with remedies for keeping sponsors happy. Experienced. College degree. Box 872D, BROADCASTING.

Experienced man for programming, production directing, continuity. University graduate, married. Box 892D, BROADCASTING.

Woman continuity director, all phases writing. 10 years radio-tv experience. Fast, efficient. Traffic. Excellent references. Box 894D, BROADCASTING.

Permanent staff position in major market in northeastern ¼ of the nation desired by married vet, 27. Over four years radio and tv, all phases. Smooth, professional staff work. Easy to work with. Presently with small, progressive radio-tv operation. Desire larger city. Box 895D, BROADCASTING.

TELEVISION

Help Wanted

Sales

Salesman with know-how for vhf in rich southwest market. Box 806D, BROADCASTING.

Fine opportunity for dependable, energetic salesman in important Texas market. Box 808D, BROADCASTING.

Major midwest market (top 50) has opening for experienced television salesman. Creative selling essential. Send complete details with recent photo to Box 827D, BROADCASTING.

Technical

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 831D, BROADCASTING.

TV technician for vacation relief. Salary $95.00. License required. WHIO-TV, Dayton, Ohio.

Production-Programming, Others

News director needed to supervise news operation for both radio and tv. Fast moving, top rated news department. Send tape and full information to Box 772D, BROADCASTING.

Copywriter who can write selling commercials with speed, imagination. Texas vhf. Box 807D, BROADCASTING.

Promotion director for New England tv station, not in Boston. Experience in sales and station promotion necessary. For interview send resume to Box 841D, BROADCASTING. All replies treated confidentially.

Combination director-floor manager needed now. Send complete details including salary to Gene Milsteen, KFEQ-TV, St. Joseph, Missouri.

TELEVISION

Situations Wanted

Management

Manager, 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

Sales manager. Over seven years experience in sales and management. Married, early thirties, excellent references. Eager to organize and form a fighting team. Box 845D, BROADCASTING.

Radio manager desires return to large market tv. 10 years radio-tv. Best references. Will accept sales manager. Unstable operations need not reply. Box 865D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Over two years experience in radio, desires radio-tv opportunity anywhere. $75 weekly. Employed. Tape, resume available. Box 825D, BROADCASTING.

Personality announcer. Realize importance of hardsell and commercial newscasting. Versatile with ad libs. B.A. in Speech, vet, single, 26. Work hard. Southwest, west preferred. Box 885D, BROADCASTING.

TV announcer with camera directing experience avaialble immediately. Prefer southwest, need $100.00 weekly. Arthur Johnson, 501 Northwest 14th St., Oklahoma City, Forrest 5-3818.

Technical

TV transmitter supervisor, 5 years experience, 3 years supervisory, seeking position with progessive station. Box 863D, BROADCASTING.

Production-Programming Others

Television producer-director: 4½ years heavy experience, thoroughly schooled. Also experienced in film. Box 666D, BROADCASTING.

TV news director. Fully capable and experienced in all phases, editing, writing, gathering, etc. Exceptionally strong on-camera delivery. Top-rated man in three station market. Covered many nationally prominent stories. Desires immediate connection with metropolitan station. Write Box 757D, BROADCASTING.

Traffic-continuity director: Experienced preparation daily logs, contact handling, availabilities, copywriting. College, single, free to travel, references. Box 822D, BROADCASTING.

Program/production director of combined radio and television operation seeking position as pd in solid television operation. Film buyer. Family man with excellent professional record and references. Five years with present company. Have experience with both union and non-union personnel. Interested in market potential rather than size. Box 847D, BROADCASTING.

This gal has tv promotion, traffic experience; degree; creative ability; excellent references. Wants responsible radio/tv/advertising position Boston area. Box 853D, BROADCASTING.

Able young man (25) believes he can be definite asset to your television station. At present, teaching Speech at college level. Has had theoretical background but little commercial experience. Learns quickly. Address inquires. Box 862D, BROADCASTING.

FOR SALE

Experienced builder-operator offers small station plan book. Five floor plans you can build. $3.75 postpaid. Station Planning Service, Box 2001, Station A, Fort Wayne, Indiana.

Stations

Daytime operation with $20,000 to $30,000 a month potential in southern industrial city. This is one of the nation's richest, fastest growing markets. This fairly new station has never had a chance. Asking price of $180,000.00 with 50% down is a steal. This city has one billion in new industry on the way. Only financially responsible applicant considered. Box 730D, BROADCASTING.

Southern daytime, 250 watt, small market, priced under gross at $30,000.00. $10,000.00 down and balance 5 years at 4%. Box 731D, BROADCASTING.

Will sell 25% interest in growing midwest 1 kw daytime. Reasonable. No brokers. Box 856D, BROADCASTING.

For sale 1 kw daytimer in Lexington, Kentucky. Fast growing town. Box 870D, BROADCASTING.

FOR SALE—(Cont'd)

Stations

Golden opportunity—will never come up again. I am a multiple major market operator—because of needed power, I have an extra station available in a major southwest market, programming hillbilly-western with outstanding results. I'll help an experienced, responsible party get this station. You pay only 15 down on total of $85,000—I'll pay 20 down for you, leaving balance of $50,000 on terms. Immediate action necessary. Air mail. Box 898D, BROADCASTING.

Sunny Florida. Absentee owner will sell plain, well promoted am. Best medium market buy in Florida today. $65,000 terms, $55,000 cash. No brokers at this price. Box 902D, BROADCASTING.

Small station owners! Thinking of selling because not earning enough? For help contact experienced small station owner. Box 906D, BROADCASTING.

TV. UHF station in uhf area. Market recently obtained metropolitan status and continuing to grow. $895,00 total with 29% down payment. Chapman Company 1182 West Peachtree, Atlanta or 17 East 48th, New York.

Profitable and well established station in one of Florida's most popular cities. $300,000—one half financed. Chapman Company, 1182 West Peachtree, Atlanta.

Negro race station in medium market. High priced but long terms. Chapman Company, 1182 West Peachtree, Atlanta.

Now available. A single-station market in the St. Louis-Little Rock-Tulsa magic triangle. Ralph Erwin. Exclusive Broker. Tuloma Building. Tulsa.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

To Buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

West. We now have an office serving this area with a representative following rep leads here currently. We invite those having buying interests to contact our office, 33 W. Micheltorena, Santa Barbara.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Collins 300E 250w transmitter in excellent condition. Available in thirty days. Best offer takes. Box 905D, BROADCASTING.

Microwave system for sale. Motorola model FSTM-30 .15 watt color modified. Dependable unit. Make offer. Write or wire Chief Engineer, KFSD-TV, San Diego, Calif.

Truscon self-supporting tower height above insulators, 325 feet. Wind loading 90 I.M.P.H. Complete with lighting. Tower to be sold standing. In excellent condition. U. L. Lynch, Technical Director, KMMJ, Grant Island, Nebraska.

1 Prodelin, Inc. teleplexer tuned for channel 18, for sale. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

WANTED: TOP JOCKEY

Fast moving operation in a top 25 market. Prefer man with McLendon or Storz know how, $500.00 to start. Must be fully experienced with proven rating. Tight cues, production minded, aggressive. Every tape auditioned and returned.

KEY RADIO
5500 4th PLAIN ROAD
KKEY
VANCOUVER
WASHINGTON

FOR SALE—(Cont'd)

Equipment

High power modulation reactor 30 cycles 10 kc-63 DB. 50 Henry-3 amps. 8.5 kv insulation—$425.00. Plate transformer 16.7 K.V.A. 50-60 cycles, single phase 220 primary, 3650 volts secondary—$250.00. These are ideal for spares. Contact A. H. Kovlan. WATH, Athens, Ohio.

Federal 1 kw transmitter. Frequency monitor. 5600 hours. Maintained in dry heated storage. Easily accessible. New condition. $3000. Radio Station WESB, 43 Main St., Bradford, Penna.

Sixty foot, heavy duty self-supporting tower, suitable for micro wave or passive reflector mounting. $1400. F.O.B. Lexington, Kentucky. Can furnish erection services. Contact C. R. Austin, WKXP-TV, Lexington, Kentucky. Phone 3-2727.

Equipment for sale: 540' Andrews 3⅛" #452 coax, new, original crates, fittings and hangers. GE 1 kw amplifier, little used, good condition. GE rack, two program and one monitor ampliler, two jack panels and accessories. GE transmitter console. Contact Manager, WLNA, Peekskill, N. Y.

Now available-Rugged top 200 feet of 1000 foot Ideco heavy-duty tower. A natural for mountain-top tv or micro-wave installation. Heavy-duty four section fm pylon. 560 feet of used 6⅛" coax line, elbows, fittings. Phone or write R. A. Holbrook, WSB-TV, Atlanta, Georgia.

Video monitors—8 megacycle—plug in construction. 14"—$215.00, 17"—$219.00, 21"—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

3 kw G.E. fm transmitter with monitors. Good condition. Best offer. Bartell Broadcasters, Inc., 522 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

FM transmitters, new, all powers, contact ITA, Box 164, Upper Darby, Penna., or call FLanders 2-0355.

Self supporting Truscon 250 foot am tower $5000.00. Truett Kimzey, 3515 West Vickery, Ft. Worth, Texas.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50. Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St. St. Paul 13, Minnesota.

Ampex 350-TU, $1627; 600, $398; 620, $119; Concertone #23(833) $695 & $595; 601P; 601-2P. Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

WANTED TO BUY

Stations

AM or fm radio station in or near metropolitan area. Confidential. Box 571D, BROADCASTING.

Small or medium market radio station or cp. Give details, terms. All replies confidential. Box 626D, BROADCASTING.

Wanted, 250 watt or 100 kw fm transmitter, monitor, and fm antenna. Box 641D, BROADCASTING.

Invest limited amount in local independent, or lease, or manage. Experienced all phases. Box 756D, BROADCASTING.

Would like to buy west Texas radio station. Will keep your reply strictly confidential. Prefer single market. Box 867D, BROADCASTING

Responsible individual wants to lease, with option to buy, am outlet now on air. Write Box 877D, BROADCASTING.

Want southwest station priced from $50,000 up to ¼ million. Experienced broadcaster. Contact Bo Johnson, KVWC, Vernon, Texas.

We have currently active buyers for stations in the north, west, and south. No charge unless successful. Contact our nearest office: 33 West Micheltorena, Santa Barbara; 17 East 48th, New York; 1182 West Peachtree, Atlanta. Chapman Company.

Southwest properties only. Radio stations. Television stations. Wired-television. Closed-circuit theaters. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Equipment

Wanted: Radio tower 120' or over, standing or on ground, give full details. Box 883D, BROADCASTING.

WANTED TO BUY

Equipment

Want one studio transmitter link for fm broadcast service 900 mc channel. Contact KFMM, Box 5585, Tucson, Arizona.

MISCELLANEOUS

Anyone knowing the whereabouts of Charles Ronald Adams (Ron Adams) please contact KOPR, Finlen Hotel, Butte, Montana.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Allied Brokers Company. Baker Building, Sherman, Texas. Sales, purchases, appraisals, financing, all technical matters handled with care and discretion. Experienced. Former radio station owners and operator.

MISCELLANEOUS

H.M. Von Reitter Bowley, television and radio bingo game sheets. 1025 Lincoln, Denver 4, Colorado. Tel: Alpine 5-7093.

RADIO

Help Wanted

Sales

RADIO AND TV SALES OPPORTUNITIES

One of the nation's top multiple station operations is expanding its sales staff, both radio and tv, in several markets. If you qualify, this is a real opportunity to get on the first team. All markets are in the east. Compensation is by salary and commission; some broadcast time sales experience is essential. These are career positions with ample opportunity for advancement. Write or wire Box 720D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER WANTED

Top rated local radio station requires experienced personality announcer. No Prima Donna's. Must program to station policy. Pay based on experience. Send tape, background resume to John Sherman, KVOS, Bellingham, Washington.

Production-Programming, Others

TOP-FLIGHT NEWS DIRECTOR

Cincinnati's top-rated station, WSAI-Radio, needs a man with a nose for news 28 hours a day. He must be able to get to the right people, dig up news as well as report it in an authoritative, modern radio voice. Will supervise outstanding news facility with fleet of mobile patrols. Salary open. Send no tape now, but complete resume to

Bill Burns, Pgm. Director
WSAI-Radio
Hotel Sinton
Cincinnati 2, Ohio

RADIO

Situations Wanted

Management

MANAGER—Who can build solid sales thru successful community programming concept. Young, creative public-relations minded executive with 20 years local, regional and national network experience. Plus fm and educational broadcasting background. Family man. If interested, can arrange interview at NAB, Los Angeles, Convention. Write Box 824D, BROADCASTING.

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Help Wanted

Announcers

EXPERIENCED

NEWSCASTER

NEEDED

Top Southern California Network Television Operation adding to staff.

We need a man who can write, film, edit and deliver television news. Prefer live audition, but will consider SOF.

BOX 903D, BROADCASTING

Production-Programming, Others

TV DIRECTOR—PRODUCER

Outstanding opportunity in creative production with major market network station in the east. Submit experience, education, photo and expected salary.

Box 909D, BROADCASTING

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
ANPA CONVENTION, APRIL 22-24
WALDORF ASTORIA HOTEL
NEW YORK CITY

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS APPRAISALS — MANAGEMENT FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

Western Electric Type Program-Operated Peak Limiting Amplifiers

Identical to W.E. Co. 1126C Peak Limiting amplifiers. Manufactured for the United States Army Signal Corps. These amplifiers are new in the original cases. Each consists of: an amplifier, control panel and regulated power supply. Arranged for 19 inch rack mounting. Never again at this low price—$160.00 each.

Box 874D, BROADCASTING

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

FOR THE RECORD *continues from page 104*

censee prior to Sept. 1954 when station was sold to **Hiawatha Bcstg. Inc.**, which later filed petition in bankruptcy and temporary receiver was appointed. Announced April 9.

WDBQ - AM - FM Dubuque, Iowa — Granted transfer of control from **John J. Roshek** to **WDBQ Bcstg. Co. (Oswald A. Friend Jr.**, president, and **Richard K. Power**, vice president, have interests in **KOWB Laramie, Wyo.**, and Mr. Power also has interest in **WAVM Stillwater**, and **WCMP Pine City**, both **Minnesota**); consideration $135,000. Announced April 9.

KFBI Wichita, Kan.—Granted assignment of license to **Jayhawk Bcstg. Corp. (Mary Pickford Rogers**, president, and **Charles Buddy Rogers**, vice president, have interests in **WSJS-TV Winston-Salem, N. C.**); consideration $450,000. Announced April 9.

WPOR Portland, Me.—Granted assignment of license to **Hildreth Bcstg. Co.**; consideration $105,000. One-fourth of Hildreth stock is owned by **Community Bcstg. Service Co. (WABI-AM-TV Bangor; WAGM-AM-TV Presque Isle**, and **WABM Houlton**, all **Maine**). Several other stockholders have minority interest in **WMTW (TV) Poland Springs, Me.; WENS (TV) Pittsburgh, Pa.**, and **WTVL Waterville, Me.** Announced April 9.

WBHC Hampton, S. C.—Granted assignment of license from **J. A. Gallimore** to **Hampton County Bcstrs. Inc.** (Mr. Gallimore and **Joseph B. Wilder**); consideration $3,350 by Mr. Wilder for 50% interest. Announced April 9.

KTES (TV) Nacogdoches, Tex.—Granted transfer of control from **Joe D. Prince, T. Gillett Tilford** and **James G. Taylor** to **Lee Scarborough (KELS-FM Nacogdoches)**; consideration $500 each for initial capital contributions plus liability agreement. Announced April 9.

KUJ Walla Walla, Wash.—Granted assignment of license to **Emmerson Bcstrs. Inc. (Vernon W. Emmerson**, president); consideration $130,000 plus $26,000 for land. Announced April 9.

APPLICATIONS

KEAP Fresno, Calif.—Seeks assignment of license from **B. L. Golden** tr/as **Radio Fresno** to **KEAP Bcstg. Co. Inc.** for $150,000. New owners are **Howard Tullis** (52%) and others. Mr. Tullis owns 33 1/3% of **KAFY Bakersfield** and 40% of **KFXM (FM) San Bernardino**, both **California**. Announced April 9.

KJML-FM Sacramento, Calif.—Seeks assignment of license and cp from **William T. White** and **Virgil J. Nugent** d/b as **Town & Country Bcstrs.** to **Town & Country Bcstrs. Inc.** Mr. White will retain one-third, **Louis Gerlinger** and **James Crow** each paid $5,000 for one-third interest. Mr. Gerlinger is in forestry. Mr. Crow is sound technician. Announced April 3.

WHCN (FM) Hartford, Conn.—Seeks relinquishment of positive control of licensee corporation (**Concert Network Inc.**) by **T. Mitchell Hastings Jr.** through sale of 2.4% to **Eugene N. Foss II** of **Western Electric** for $4,000, and 4.8% to investment consultant and textile-man, **Robert S. Swain**, for $7,500. Mr. Hastings' ownership will be reduced to 46.5%. Other **Concert** stations: **WBCN (FM) Boston, Mass.; WNCN (FM) New York City**, and **WXCH (FM) Providence, R.I.** Replaces prior application for sale of stock to Clement M. Burnhome [FOR THE RECORD, April 7]. Announced April 7.

WAHR-AM-FM Miami Beach, Fla.—Seeks assignment of license from **Alan Henry** and **Yvette Rosenson** d/b as **Merchantile Bcstg. Co.** to **Community Service Bcstrs. Inc.** for $120,000. Owners are **James R. Williams, William J. Williams** and **Thomas H. Wood, Jr.** (23 1/3% each) and others. Williams brothers are in real estate, etc. Mr. Wood is in insurance. Announced April 3.

KRIB Mason City, Iowa—Seeks assignment of license from **William F. Johns Jr.** to **Western Bcstg. Co. Inc.**, Mr. Johns to retain 51%. Announced April 8.

WKXP-TV Lexington, Ky.—Seeks assignment of license from **Community Bcstg. Co.** to **WTAF Inc.** for $65,000 cash. New owner is **Radio Cincinnati Inc.**, which has following broadcast interests: **WKRC-AM-TV Cinncinnati** (licensee) and **WTVN-TV Columbus** (90%), both Ohio; **WBIR-AM-FM-TV Knoxville, Tenn.** (30%), and **WBRC-AM-FM-TV Birmingham, Ala.** (67%). Announced April 3.

KENT Shreveport, La.—Seeks assignment of license from **Frank H. Ford** to **Radio Shreveport Inc.** for $110,000 cash. Radio Shreveport's sole owner, **Troy Kaichen**, is in securities brokerage. Announced April 8.

WKBX Corinth, Miss.—Seeks assignment of license from **Triangle Bcstg. Corp.** to **Rebel Radio Inc.** for $50,000. New owners are **C. H. Quick** (50%) and others. Mr. Quick owns 90% of **WSUH Oxford, Miss.** Announced April 7.

WAZF Yazoo City, Miss.—Seeks transfer of control of licensee corporation from **E. O. Roden, W. I. Dove** and **G. A. Pribbenow** to **David B. Highbaugh** for $125,000. Mr. Highbaugh was formerly 50% owner of **WHIR Danville, Ky.** Announced April 9.

KJUN Redmond, Ore.—Seeks assignment of license from **Juniper Bcstrs. Inc.** to **Orlo M.** and **Thelma D. Bagley** d/b as **Radio Station KPRB** for $37,000. Mr. and Mrs. Bagley also own **KOMB Cottage Grove, Ore.** Announced April 4.

WABV Abbeville, S. C.—Seeks assignment of license from **J. A. Gallimore** to **Abbeville Bcstg. Co. Inc.** Mr. Gallimore holds 55% of applicant, selling 45% to WABV Manager **George W. Settles Jr.** for $19,900 cash. Announced April 4.

WCRE Cheraw, S. C.—Seeks assignment of license from **E. G. Robinson Jr.** and **William R. Wagner** d/b as **Pee Dee Bcstg. Co.** to **Pee Dee Bcstg. Co.** for $20,000. New owners are **Al Gardner Stanley** (77.4%) and others. Mr. Stanley also holds 70% of **WATP Marion, S. C.** Announced April 3.

WORD Spartanburg, S. C.—Seeks transfer of control of licensee corporation (**WORD Inc.**) from **Irwin Kahn, B. F. Kurtz** and **H. Moody McElveen Jr.** to **WMRC Inc.** for $136,000. Applicant also owns **WFBC-AM-FM-TV Greenville, S. C.** President is **Roger C. Peace** (11.98%) who is also head of **Greenville News-Piedmont Co.** which owns 92.5% of **WWNC Asheville, N.C.** Announced April 7.

WHER Memphis, Tenn.—Seeks assignment of license from **Sam C. Phillips, Clarence A. Camp** and **James E. Connolly**, d/b as **Tri-State Bcstg. Service** to **Tri-State Bcstg. Service Inc.** Corporate change. No control change. Announced April 7.

Hearing Cases

FINAL DECISION

By Decision of April 9, Commission granted application of **Lawrence A. Reilly** and **James L. Spates** for new am station to operate on 980 kc, 1 kw, D., in **Groton, Conn.**, and denied competing application of **Thames Bcstg. Corp.** seeking the same facility with 500 w in **Bridgehampton, N.Y.** An initial decision of Jan. 23, 1957 proposed action. Announced April 9.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **Humphreys County Bcstg. Co.** for new am station to operate on 1460 kc, 1 kw, D., in **Belzoni, Miss.** Announced April 7.

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of **Greylock Bcstg. Co.** to change trans. loc. and make changes in ant. system of **WBRK Pittsfield, Mass.** Announced April 7.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) denying protest by **Community Service Bcstg. Corp. (WCSS) Amsterdam, N. Y.**, and (2) affirming July 18, 1957 grant of application of **Walter T. Gaines** for new am station (**WGAV**) to operate on 1570 kc, 1 kw, D., in Amsterdam. Announced April 8.

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **Philip D. Jackson** for new am station to operate on 800 kc, 1 kw, D., in **Weed, Calif.** Announced April 9.

OTHER ACTIONS

Commission on April 9 directed preparation of document looking toward granting application of **Hocking Valley Bcstg. Corp.** for cp to increase power of **WHOK Lancaster, Ohio**, from 500 w to 1 kw, continuing operation on 1320 kc, daytime only. Initial decision of July 10, 1957, proposed this action.

Mid-America Bcstrs. Inc., Mutual Bcstg. System Inc., San Francisco, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 95.7 mc. Announced April 9.

KWG Bcstg. Co., Valley Bcstrs. Inc., Stockton, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 107.3 mc. Announced April 9.

S. L. Goodman, Bassett, Va.; Granite City Bcstg. Co., Mount Airy, N. C.; WILA Inc., Danville, Va.—Being advised that applications of Mr. Goodman and Granite City for new am stations to operate on 980 kc, 250 w D, and WILA to increase power from 500 w to 1 kw, continuing operation on 1580 kc D, indicate the necessity of hearing. Announced April 9.

Routine Roundup

By order, Commission amended Part O of its organizational rules to re-establish, effective immediately, hearing division in Broadcast Bureau. Net result is to return hearing branch, now in Broadcast Facilities Division, to division status it had prior to Feb. 6, 1956. It does not involve changes in present broadcast hearing staff, of which **Robert J. Rawson** is chief. Announced April 9.

By memorandum opinion and order, Commis-

BUSINESS OPPORTUNITY

BE YOUR OWN BOSS

No investment required. We finance you. AA plus 1 rated nation-wide advertising agency has franchises available in all parts of U.S. for men with radio and TV sales experience. Franchise covers 3-state area. Earnings $25,000 yearly and up. Franchise includes setting up your operation and special sales training if required at no cost to you. Furnish background information, three business references and three character references.

Box 833D, BROADCASTING

sion denied protest, request to vacate or stay, and to designate for hearing, filed by **Puget Sound Bcstg. Co. Inc. (KVI), Seattle, Wash.**, directed against Feb. 6 grant to **Queen City Bcstg. Co.** of authority to conduct program tests on **KIRO-TV** (ch. 7) **Seattle.** Announced April 3.

ORAL ARGUMENT SCHEDULED

Commission on April 9 scheduled the following proceeding for oral argument on May 16:

Delsea Bcstrs. for new am station **(WDVL)** in **Vineland, N. J.**

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on April 8

Granted petition by **Forrest City Bcstg. Co.**, for leave to intervene in proceeding on am applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.**, et al., with reference to question of whether radio station **KXJK Forrest City, Ark.**, will suffer objectionable interference from proposed operation of KFVS Cape Girardeau, by Hirsch; dismissed petition by Forrest City to file supplemental material.

By Hearing Examiner James H. Cunningham on April 8

Ordered that proposed findings of facts and conclusions of law will be filed on or before April 30 by all parties to proceeding re application of **Wrather-Alvarez Bcstg. Inc.**, for extension of time to construct **KYAT** (ch. 13) **Yuma, Ariz.**

By Hearing Examiner Jay A. Kyle on April 8

Scheduled prehearing conference for June 3 and continued without date hearing scheduled for April 15 in proceeding on am applications of **Sheffield Bcstg. Co.**, and **J. B. Falt Jr., Sheffield, Ala.**

By Hearing Examiner Hugh B. Hutchison on April 7

Scheduled prehearing conference for April 15 in proceeding on am application of **Ottaway Stations Inc. (WDOS) Oneonta, N. Y.**

Postponed hearing scheduled for April 30 to May 28 in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill.**, et al.

By Hearing Examiner Herbert Sharfman on April 7

Further continued hearing from April 14 to April 15 in proceeding on application of **Video Independent Theatres Inc. (KVIT** ch. 2) **Santa Fe, N. M.**

By Hearing Examiner Elizabeth C. Smith on April 8

Granted motion by **Rome Comunity Bcstg. Co., Rome, N. Y.**, for continuance of prehearing conference from 10 a.m., April 14, to 2:30 p.m., the same date, in proceeding on its am application, et al.

By Hearing Examiner Charles J. Frederick on dates shown

Granted petition by **Dowagiac Bcstg. Co., Dowagiac, Mich.**, for leave to amend am application to specify new trans. site. Action April 4; dismissed petition of **WBRB Inc. (WBRB) Mt. Clemens, Mich.**, to extend time for exchange of its engineering exhibits in same proceeding.

Granted petition by Broadcast Bureau for extension of time to April 27 to file proposed findings of fact and conclusions and to file replies to May 12 in proceeding on am applications of **Enterprise Bcstg. Co., Fresno, Calif.**, et al. Action April 7.

By Hearing Examiner Herbert Sharfman on dates shown

Issued statement and order following further prehearing conference in proceeding on applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.**, and **Firmin Co., Vincennes, Ind.**; hearing now scheduled for April 9 is continued indefinitely; schedule set on Feb. 10, as supplemented by order of March 12, is cancelled. Action April 4.

Issued memorandum of ruling on motion for production of documents by **New Mexico Bcstg. Co. Inc.**, in proceeding on application of **Video Independent Theatres Inc.**, for mod. of cp of **KVIT** (ch. 2) **Santa Fe, N. M.**; motion was denied, without prejudice to filing of written request for *subpena duces tecum* by April 9 at 5 p.m. Action April 7.

Granted petition by Broadcast Bureau for extension of time from April 10 to May 1 for filing initial proposed findings of facts and conclusions and from April 21 to May 12 for filing replies in re application of **Sacramento Telecasters Inc.**, for mod. of cp of **KBET-TV** (ch. 10) **Sacramento, Calif.** Action April 7.

By Hearing Examiner H. Gifford Irion on April 4

Reopened record in proceeding on applications of **Great Lakes Television Inc., Greater Erie Bcstg. Co.**, and **WKBW-TV Inc.**, for new tv stations to operate on ch. 7 in **Buffalo, N. Y.**, and further hearing is scheduled for April 11.

By Hearing Examiner Annie Neal Huntting on April 7

Hearing scheduled for May 15 in ch. 2 proceeding, **Terre Haute, Ind.**, is continued until May 19.

By Hearing Examiner Thomas H. Donahue on April 7

Granted oral request of counsel for Broadcast Bureau for extension of time from April 10 to May 8 for prehearing conference in proceeding on am applications of **South Norfolk Bcstg. Co. Inc., South Norfolk, Va.**, and **Denbigh Bcstg. Co., Denbigh, Va.**

By Commissioner Frederick W. Ford on April 3

Granted petition by **Nevada Telecasting Corp.**, for extension of time to May 8 to file exceptions to initial decision in proceeding re revocation of tv cp of **KAKJ Reno, Nev.**

Granted petition by Broadcast Bureau for extension of time to April 10 to file replies to petition for review of examiner's ruling and for other relief in proceeding on applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.**, and **Firmin Co., Vincennes, Ind.**

By Acting Chief Hearing Examiner Jay A. Kyle on April 4

Granted petition by **WDDY Inc. (WDDY) Gloucester, Va.**, for dismissal without prejudice of application, and retained in hearing status am application of **Williamsburg Bcstg. Co., Williamsburg, Va.**

Granted petition by **W. Gordon Allen, Eugene, Ore.**, for dismissal without prejudice of am application, and retained in hearing status application of **Albany Bcstg. Corp., Albany, Ore.**

By Hearing Examiner Charles J. Frederick on April 3

Scheduled further hearing for 9 a.m., April 9 in proceeding on am applications of **Radio Tampa, Rand Bcstg. Co.**, and **B. F. J. Timm, Tampa** and **Lakeland, Fla.**

By Hearing Examiner H. Gifford Irion on April 3

Granted petition by Broadcast Bureau for extension of time from April 8 to April 16 to file proposed findings in proceeding on am applications of **Westbrook Bcstg. Co. Inc., Westbrook, Me.**, and **Sherwood J. Tarlow, Saco, Me.**

By Hearing Examiner H. Gifford Irion on April 2

Granted petition by **Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich.**, for leave to amend application to remove resistor in ant. system and application, as amended, is removed from hearing docket.

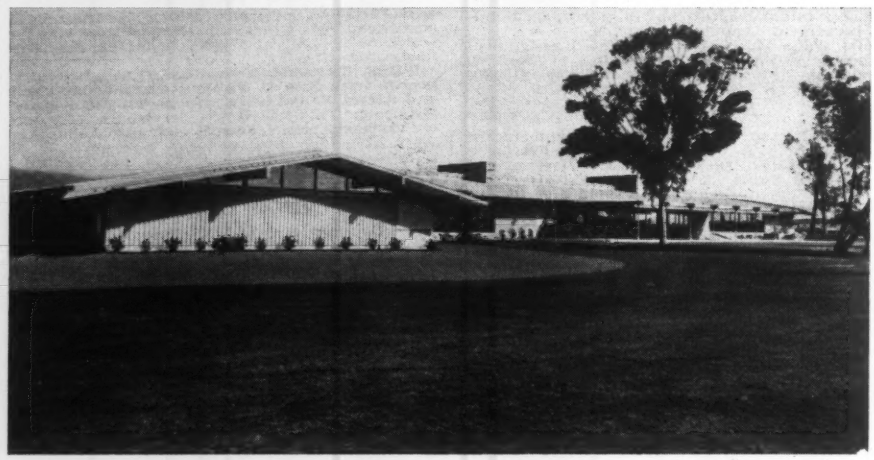
Continued prehearing conference from April 8 to April 17 at 2 p.m., in re applications of **L. E. U. Bcstg. Co., Jet Bcstg. Co. Inc.**, and **WERC Bcstg. Corp.**, for new tv stations to operate on ch. 66 in **Erie, Pa.**

By Hearing Examiner J. D. Bond on April 3

Granted motion by **Coastal Tv Co.**, for continuance of further prehearing conference from 2 p.m., April 7, to 10 a.m., April 14, in ch. 12 proceeding, **New Orleans, La.**

By Hearing Examiner Basil P. Cooper on April 3

Granted petition by **Mississippi Bcstg. Co., Carthage, Miss.**, for extension of time from April 8 to April 18 to file proposed findings of fact and conclusions in proceeding on its am application and that of **Birney Imes Jr. (WMOX) Meridian. Miss.**



LOS COYOTES COUNTRY CLUB • BELLEHURST, CALIFORNIA

BROADCASTING MAGAZINE GOLF TOURNAMENT APRIL 28 (Monday)

BROADCASTING's annual NAB golf tournament will be held April 28 (Monday) at the new Los Coyotes Country Club, approximately 30 minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a par 72 championship layout. The popular blind bogey handicap system (maximum handicap 30) will be used.

BROADCASTING will provide silver trophies to the low gross and low net winners. Several Los Angeles stations will donate other prizes (last year there were 27 individual prizes). Tee-off time 9 A. M.

Free bus leaves Biltmore Hotel at 8:30 A. M. Returns 3 P. M.

Buffet luncheon and 19th hole party given by BROADCASTING.

PLEASE SEND THIS RESERVATION TODAY:

BROADCASTING MAGAZINE
1735 DeSales Street, N. W.,
Washington 6, D. C.

Golf Committee: I wish to play in the BROADCASTING—NAB Golf Tournament, April 28

NAME .....

FIRM .....

I DO ☐ DO NOT ☐ NEED TRANPORTATION

FCC TV ANALYSIS

FCC has issued technical report on "Polarization Discrimination in Tv Broadcasting," by Technical Research Division staffmen Julian T. Dixon and John M. Taff. Report (TRR Report 4.3.10) includes available data on transmissions and reception which indicates an 8 db improvement of desired over undesired signals in vertically polarized signals compared with present horizontal propagation of tv signals in highly-engineered receiving antennas. Type of terrain is also a factor, report points out. Study was made to gather data in response to suggestions that close mileage separations between co-channel tv stations might be accomplished through use of vertical-horizontal polarization.

By Hearing Examiner Annie Neal Huntting on April 3

Granted petition by **Wabash Valley Bcstg. Corp.** for leave to amend its application for new tv station to operate on ch. 2 in **Terre Haute, Ind.**, to specify new site.

By FCC

Commission on April 1 granted petition by **Arkansas Television Co. (KTHV** ch. 11) **Little Rock, Ark.**, for extension of time from April 7 to April 22 for filing comments and from April 17 to May 9 for filing replies in tv rule-making proceeding involving **Little Rock-Pine Bluff, Ark.**

By Commissioner Rosel H. Hyde on April 1

Dismissed as moot petition for review by **United Bcstg. Co. Inc.**, in ch. 3 proceeding, **Wilmington, N. C.** (United's application was dismissed without prejudice on March 19.)

Granted petition by Broadcast Bureau for extension of time to file comments to petition to remand and reopen record in matter of revocation of cp of **Nevada Telecasting Corp. (KAKJ) Reno, Nev.**, to 10 days after Nevada files its supplemental petition.

By Acting Chief Hearing Examiner Jay A. Kyle on April 1

Granted petition by **Tri-City Bcstg. Co. (WOC) Davenport, Iowa**, for leave to intervene in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM) Flint, Mich.**, et al.

By Hearing Examiner Charles J. Frederick on April 1

Granted petition by **WBRB Inc. (WBRB) Mt. Clemens, Mich.**, for leave to amend am application so as to propose, in lieu of present three-tower proposal, six-tower DA array with resulting mod. of its radiation pattern; application is removed from hearing status and returned to Commission's processing line.

By Hearing Examiner Annie Neal Huntting on April 1

Scheduled further prehearing conference for April 18 at 9 a.m., re am application of **Florence Bcstg. Co. Inc., Brownsville, Tenn.**

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 4

WWWF Fayette, Ala.—Granted cp to install new trans.

WPRE Prairie du Chien, Wis.—Granted authority to operate during months of April thru September from 6:30 a.m., CST, to 6:00 p.m., CST, Monday thru Saturday and 8:00 a.m., CST, to 6:00 p.m., CST, Sundays, except for special programming.

WBEC-FM Pittsfield, Mass.—Granted authority to remain silent for period of 90 days from April 1 to relocate ant. site.

KYW-FM Cleveland, Ohio—Granted authority to remain silent for period of 90 days in order to permit relocation of trans.

Actions of April 3

WLVA-AM-TV Lynchburg, Va.—Granted involuntary transfer of control from **Edward Allen** to **Champe C. Allen**, executrix of estate of **Edward Allen**, deceased.

KAAA Kingman, Ariz.—Granted assignment of license to **Wallace E. Stone.**

WZKY Albemarle, N. C.—Granted assignment of licenses to **Stanley County Bcstg. Co. Inc.**

KBLI Blackfoot, Idaho—Granted assignment of license to **KBLI Inc.**

WTAM Tampa, Fla.—Granted assignment of license and cp to **Rounsaville of Tampa Inc.**

WANE Fort Wayne, Ind.—Granted license covering installation of new trans., change studio location, operate trans. by remote control and specify type trans.

KBKW Aberdeen, Wash.—Granted license covering changes in ant. system (increase height by adding remote pickup ant).

WFSC-FM Franklin, N. C.—Granted license for fm broadcast station.

WABZ-FM Albemarle, N. C.—Granted license for fm broadcast station.

KUBE Pendleton, Ore.—Granted authority to sign-off at 6:00 p.m., PST, during months of April thru Sept. except when public interest program requires operation up to licensed sign-off time.

WPIT Pittsburgh, Pa.—Granted authority to sign-off at 7:00 p.m. local time during months of May thru Sept.

WBYS Canton, Ill.—Granted authority to sign-off at 6:00 p.m. local time, from April thru Sept. or later within limits of station license.

KSIJ Gladewater, Tex.—Granted authority to sign-off at 6:30 p.m. April thru Aug. except when broadcasting special events.

Actions of April 2

WHP Harrisburg, Pa.—Granted license covering installation of new aux. trans. at present location of main trans.

KHMO Hannibal, Mo.—Granted license covering change type trans. and studio location.

WLAN Lancaster, Pa.—Granted license covering installation of new trans. as aux. trans. at present location of main trans.

WALT Tampa, Fla.—Granted license coverings increase in power, change ant.-trans. loc., install directional ant. (DA-D) and new trans., and make changes in ant. and ground system.

Granted licenses for following am stations: **WIDU Fayatteville, N. C.; WCLW Mansfield, Ohio** and **KLYD Bakersfield, Calif.**

WTCN Minneapolis, Minn.—Granted license covering installation of new trans. and operate trans. by remote control.

WKNY Kingston, N. Y.—Granted license covering change of ant.-trans. loc., make changes in ant. (increase height) and ground system and install new trans.

WBUX Doylestown, Pa.—Granted mod. of cp to change type trans.; trans. location redescribed (no change in coordinates).

WFRL Freeport, Ill.—Granted authority to sign-off at 6:00 p.m. during the months of April thru Aug.

Actions of April 1

WTVY Dothan, Ala.—Granted license for tv station.

WALB-TV Albany, Ga.—Granted license for tv station, and redescribe studio and trans. location (not a move).

WBIR-FM Knoxville, Tenn.—Granted license covering changes in fm station; remote control point same as trans. location.

KVOD Denver, Colo.—Granted change of remote control authority.

The following were granted extensions of completion dates as shown: **KGB-FM San Diego, Calif.** to 10-8; **WBUF (TV) Buffalo, N. Y.** to 9-1; grant is without prejudice to such action as Commission may determine is warranted as result of (1) Commission's inquiry into network practices of **National Bcstg. Co. Inc.**, and (2) final determination in antitrust actions presently pending against **National Bcstg. Co. Inc.**, and **Radio Corporation of America; WBOC-TV Salisbury, Md.**, to Sept. 1.

WDMG Douglas, Ga.—Rescinded action of March 3 granting license covering change in hours of operation and installation of DA-N.

Actions of March 31

KUTV Salt Lake City, Utah—Granted assignment of licenses to **KUTV Inc.**

WGTS-FM Takoma Park, Md.—Granted cp to make changes in ant. system (increase height).

KITE San Antonio, Tex.—Granted cp to change ant.-trans. location, installation new type ant., increase ERP to 17.5 kw and decrease ant. height to 110 ft.

KHOF Los Angeles, Calif.—Granted mod. of cp to install new type trans., increase ERP to 100 kw, operate trans. by remote control, and waived Sect. 3.205 of rules to permit station location to be designated as Los Angeles but with main studio location at 1120 South Adams St., **Glendale, Calif.**; ant. height 240 ft.

KGB-FM San Diego, Calif.—Granted mod. of cp to change type trans., increase ERP to 36 kw, change type ant., decrease ant. height to 120 ft., and operate trans. by remote control; condition.

The following were granted extensions of completion dates as shown: **KOCS Ontario, Calif.** to 9-1; **KELL Kellogg, Idaho** to 6-30; **KINT El Paso, Tex.** to 8-1; **KWVY Waverly, Iowa** to 5-1.

KCLN Clinton, Iowa—Granted authority to sign-off at 6:00 p.m. during the months of April thru Sept.

Actions of March 28

WEFM (FM) Chicago, Ill.—Granted assignment of licenses from **Zenith Radio Corp.** (Ill. corporation) to **Zenith Radio Corp.** (Del. corp.). licenses from **Zenith Radio Corp** (Ill. corporation) to **Zenith Radio Corp.** (Del. corporation).

WESC-AM-FM Greenville, S. C.—Granted assignment of licenses to **Bcstg. Co. of Carolinas.**

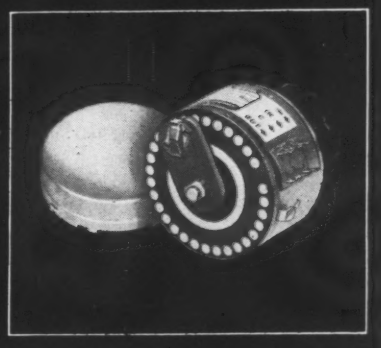
KPAP Redding, Calif.—Granted assignment of cp to **Philip D. Jackson.**

WNCN, WBCN New York, N. Y., & Boston, Mass.—Granted authority to operate trans. by remote control.

Action of March 26

KDFW Cedar Hill, Texas—Granted authority to remain silent for 60 days for repairs.

THE LEADER IN ATTENUATORS FOR 28 YEARS



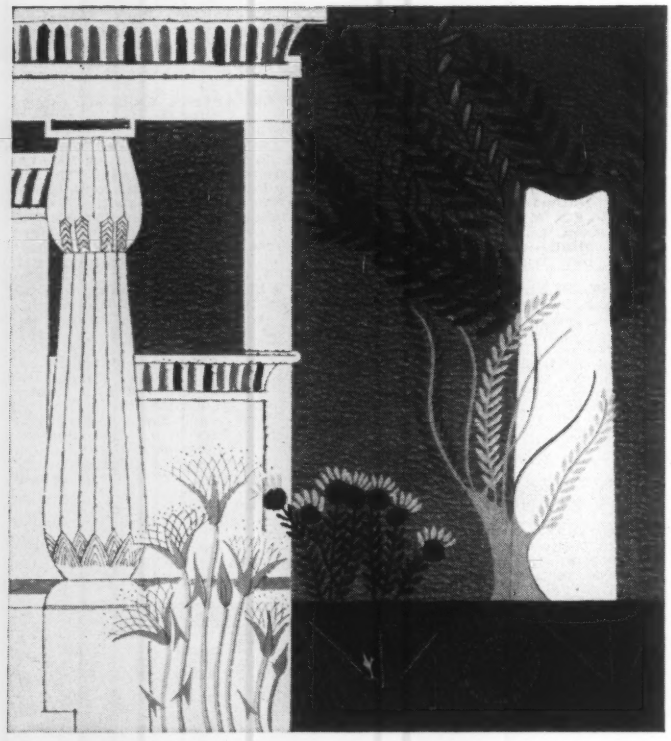
Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

as basic as the alphabet



EGYPTIAN

Peering back through the mists of time, many scholars believe that our letter B started as the Egyptian picture-sign for courtyard or house.

PHOENICIAN

Somewhat later, the Semitic inventors of the alphabet adapted the house-sign and let it stand for the first sound of *beth* (house).

GREEK

In the early Greek writing (*boustrephedon* or ox-turning), alternate lines read from right to left, then left to right. The result was a mirror-image letter, *beta*.

ROMAN

Liking the archaic Greek letter, the Romans carved it in stone in the rounded form we know and use today.

B

Historical data by
Dr. Donald J. Lloyd, Wayne State University

The basic letters for successful radio advertising in Detroit and southeastern Michigan are WWJ. This is Detroit's *original* radio station—the friendly voice that has entertained and informed most of today's adult Detroiters since their childhood—the welcome voice that holds a unique place in the hearts and loyalties of its listeners.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

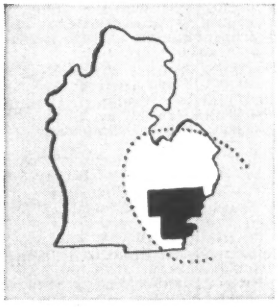
WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



Best radio buy to reach most Michigan consumers.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

from **ERNEST J. HODGES,** *vice president, Guild, Bascom & Bonfigli*

Critique on rock and roll radio: We're not after the 12-year-olds

A baby-sitting society has taken over the musical programming of hundreds of American radio stations. As a result, millions of advertising dollars are being spent to reach an audience interested not in products or services but in (as one critic put it) "bad grammar set to bad music."

Rock and roll as an art form is of no interest to our agency except as a purely private irritation. We are not concerned in a corporate sense with the problems of a group of juveniles who require constant noise as a background to nearly every waking moment. We *are* concerned when radio—one of our most useful means of communicating with people—presents us with an audience composed mainly of 12-year-old minds, not in the cynical sense but literally. As advertising men we *must* be concerned when any pressure group takes control of any measurable portion of any American mass medium.

By what obscure logic can agencies justify attempting to sell an item of interest primarily to adults or a commodity for use by the whole family on a program or on a station which is playing music selected almost exclusively by youngsters? If anyone doubts that the giggle set controls the radio set on "top 40" programs, let him listen to one of the stations which accepts telephone requests with an open key. If he has the courage and fortitude, he could listen to stations which broadcast conversations between d.j.'s and teenagers — conversations which usually have a background concerto of popping bubble gum.

Our good friends the radio reps will now grab their rating charts and audience composition studies. Don't try to confuse us with either of those. Leaving aside the validity of ratings, radio can, like television, be committing "ratingside."

The standards of ratings, power, cost-per-thousand and station promotional material are not enough; they do not provide all that a media director needs when he is hundreds or thousands of miles away from a market. These statistics may provide a defensible position for a media director—after all, he "bought the most popular station." And he can, at the same time, be doing a perfectly lousy job for his trusting client.

You can figure audience compositions until your slide rule steams but plain common sense will tell you that any station which uses juke box sales or telephone requests as its standard for musical popularity is being strongly controlled by a vocal minority. These are teen-age tastes being reflected as a result of teen-age pressures. The fact that studies will show a third of even these program audiences as being adult, in years anyway, does not alter the fact that a minor portion of the population is exerting disproportionate pressures on a mass medium.

NOT BIG-MONEY SPENDERS

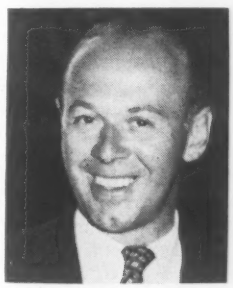
Teen-agers *do* buy millions of dollars worth of soft drinks, lipstick, hair dressings and other American products each year. But teen-agers are not representative of the American family in today's purchases of very much of the food, the automobiles, the homes and services which are the backbone of radio income.

At Guild, Bascom & Bonfigli we are attempting to communicate with people who are *listening*. Our vision of our prospect for a sale is not a juvenile doing homework. At least that is what some of them claim they are doing while they sprawl across a table with a phone cradled on their shoulder while waiting for some radio station to accept a request for this week's version of "Jailhouse Rock" or "Great Balls of Fire." Maybe they are doing homework. They do have a textbook propped against a ketchup bottle. And maybe they *are* listening to advertising. It's hard to guess.

But there is a test for audience programming which doesn't need to be a guess. You don't need to guess at a station's personality either. You don't need to read the trade press accounts of Bob Convey's rock 'em and break 'em at KWK in St. Louis, or even study Henry Untermeyer's mail poll (90% against rock and roll) at KCBS in San Francisco. You might simply examine a musical log for stations you plan to buy—one of our routine procedures at GB&B. If the top juke box records dominate a segment—or the entire musical programming for a station—you've got the baby-sitting set. And you've got an audience which should be labelled for what it is. It's an audience you wouldn't settle for in a family newspaper or in any magazine unless you were trying to reach teen-agers. And it's an audience, too, that you wouldn't pick for adult products on television.

And as a purely private solace, there may be one other hope: My 15-year-old daughter informs me that "rock and roll is dull. We're tired of it."

Ernest J. (Buzz) Hodges, b. June 7, 1917, Boston. After stint as trade magazine writer, joined Cleveland Press *as reporter. Enlisted in Army Air Corps 1942. From 1946 to 1948 was copywriter and later copy group head in J. Walter Thompson's San Francisco office. With Russell Pierce, formerly head of JWT's San Francisco office, started public relations firm of Hodges, Pierce & Assoc. Clients included Guild, Bascom & Bonfigli. Joined GB&B in September 1952, was made vice president three months later. Now is account supervisor on Ralston-Purina Co. business placed by that agency.*



Take One

PUTTING aside the pros and cons of the argument for a moment, advertisers especially and networks and stations generally should salute CBS for the courage of its decision to "take a strike" in its current dispute with IBEW.

Advertisers have cried for a long time that television costs were getting out of hand, that the spiral had to be stopped. True, advertisers are getting more for their dollars. But true, too, the number of dollars required has gone up. Rising union payments, of course, have been a big factor in lifting overall tv costs to their present level.

But networks in the past have deemed it easier, or less risky, to take the increases than to take a strike. Rather than chance the revenue losses inherent in any slowdown, they have elected to negotiate the best deals they could, short of throwing down the strike gauntlet.

Now CBS has shown that there is a point beyond which it will not go—not willingly, anyway.

Even the issues, at this writing, were in dispute. At first there seemed no question that they were economic, at least in substantial part, but later the union denied this. If they *were* economic, then CBS has made it unmistakably clear that it is not willing to heap upon its advertisers wanton costs beyond such raises as it deems reasonable.

For this, advertisers should be grateful.

Even if the chief issues are not economic, as IBEW officials have contended, the lesson is no less clear. Here is a network saying: "This much and no more." If a strike is the only alternative, it will take the strike rather than bow to demands it considers excessive. This attitude leaves little doubt that it would do the same if the issues were unchallengedly economic.

Our purpose here is not to argue the merits of the dispute or to side with one against the other. CBS said it offered "the most generous contract in the broadcasting industry" and that the union had agreed not to strike pending a ballot by a representative of the Federal Conciliation and Mediation Service. Union officials contended last week that "job security" was the chief issue. There was speculation that jurisdiction over videotape was worrying IBEW and this could lead to unbelievably thorny problems.

We do not wish to minimize the difficulties of any labor-management negotiation. We do, however, feel it is significant that a network has been willing to risk a strike and all the difficulties and economic hazards that a strike presents. Just as unions have a right, within legal frameworks, to call a strike, so management has a right to "take" one. Strikes are regrettable, but in this case it is another sign of maturity that network television had not shown before.

Oversight and the Target

THE House Committee on Legislative Oversight has ended the first episode of its investigation of independent agencies without so much as sighting its main target.

Instead of ferreting out information on whether these agencies are following the intent and will of Congress or have become subservient to the executive branch, the committee got into the unsavory area of influence peddling and petty expense accounts involving FCC members. The FCC has been smeared, and, by association, all broadcasting has been given the stench of a Teapot Dome.

In its interim report of 10 days ago, the Oversight Committee recommends legislation that would forestall future misconduct and restore public confidence in the FCC. It proposes to do this through the correction of legislative defects—those that Congress itself had enacted in past years.

One Commissioner—Richard A. Mack—resigned under fire. All others, as the record stands, have effectively cleared themselves of willful misconduct. Needing clarification is the utter confusion created by the conflicting testimony of the Comptroller General as to the propriety of commissioners charging the government for per diem allowances while at the same time accepting hospitality, honorariums or compensation for speeches and articles—the latter specifically permitted by the Communications Act.

The inquiry got off on the wrong foot because of the contrived efforts of its deposed chief counsel, Bernard Schwartz, who planted and leaked charges all over the newspaper landscape in utter contempt of his Congressional employers. To avoid the accusation of a whitewash, the committee made the FCC the whipping boy among administrative agencies. Because it was the first at bat, it got the headlines and the brick bats.

Drawn for BROADCASTING by Sid Hix

"Farnsworth, here, has just finished a survey that gives us the metropolitan woman's preference in bath soap brands."

There can be no quarrel with the remedies, legislative and otherwise, that the Harris Committee proposes. If criminal offenses have been committed, the grand jury impaneled by the Dept. of Justice is expected to bring them to light. At least two cases now are under scrutiny.

We become weary of all the talk about a code of ethics. One probably will be adopted by the FCC because the committee demands it. Codes are pure window-dressing. A government agency is no better than the men who constitute its membership. Codes do not eliminate wrongdoing. Men do.

Pressures do not generate automatically. Men start them. First it is this pressure group or that, usually working through members of Congress. Congressmen, always anxious to do a turn for a constituent who may or may not be a political contributor, see no harm in making an inquiry about the status of a case, and then by inflection or adroit conversation indicating whom they may favor. Is that exertion of *ex parte* influence?

The FCC is no worse than any other agency of government. Some of the FCC's of other years have been far more flagrant in abuses of the licensing function. We know of few, if any, predecessor FCC's that have been any better than the Commission as presently constituted. Commissioner Mack was a misfit from the start and should never have been appointed.

This is not to condone all else that has transpired. But the committee condemns practices that Congress itself ordained. Congress provided for the appointment of the chairman by the President, and fixed the tenures and salaries. Congress enacted the McFarland Amendments in 1952 permitting "strike" applications on economic grounds and isolating the FCC from its general counsel and other key staff personnel. Congress adopted the amendment permitting honorariums and compensation for speeches and articles.

Because Congress wrote them it can repeal or change them. It should move promptly as it proposes. The FCC will benefit from some of the criticism, particularly as to delay in the handling of cases and in making too many unnecessary trips. Certainly commissioners should acquaint themselves with the fields they regulate but that doesn't mean representation at every station dedication or every regional meeting or conference.

The FCC will carry the scars of the Oversight Committee for a long while. Chairman Harris talks of investigating still other television cases to ascertain whether the Miami ch. 10 case was an isolated incident or part of a pattern.

The FCC will have to make the best of this whole sordid mess. It should have more time to get things done because it will be many a day before any member of Senate or House will attempt to influence the FCC in any individual case. But while the voices of Congress will be stilled, the eyes of Congress will be open.

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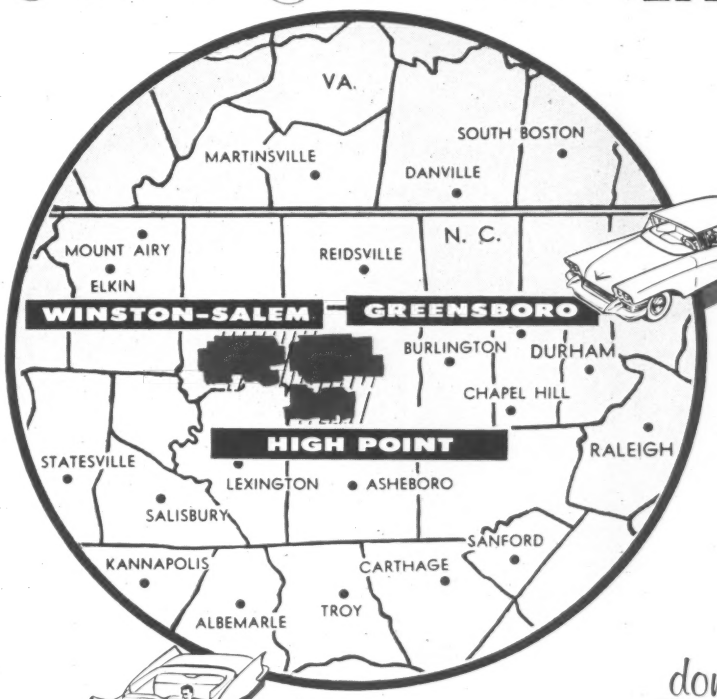

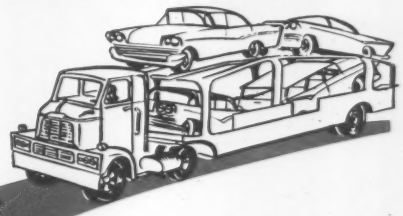

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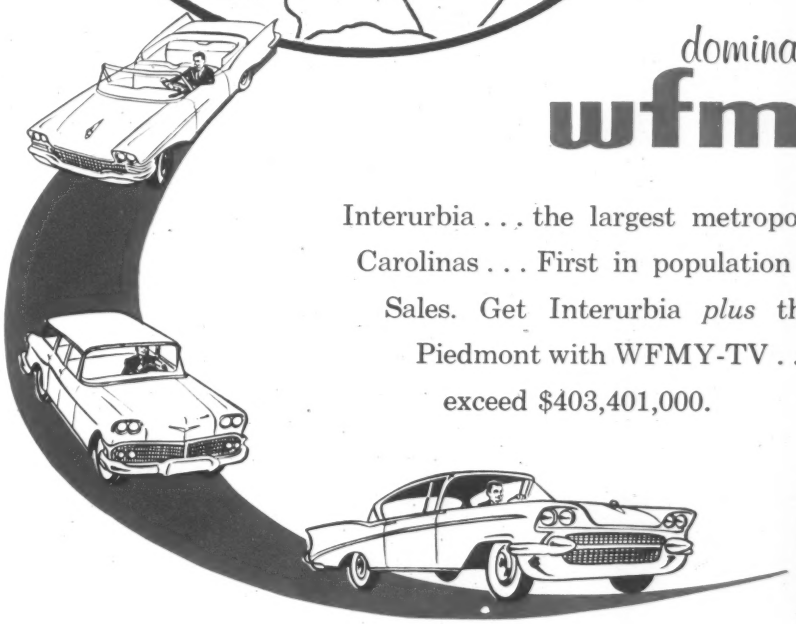

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